

# *The American* **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA

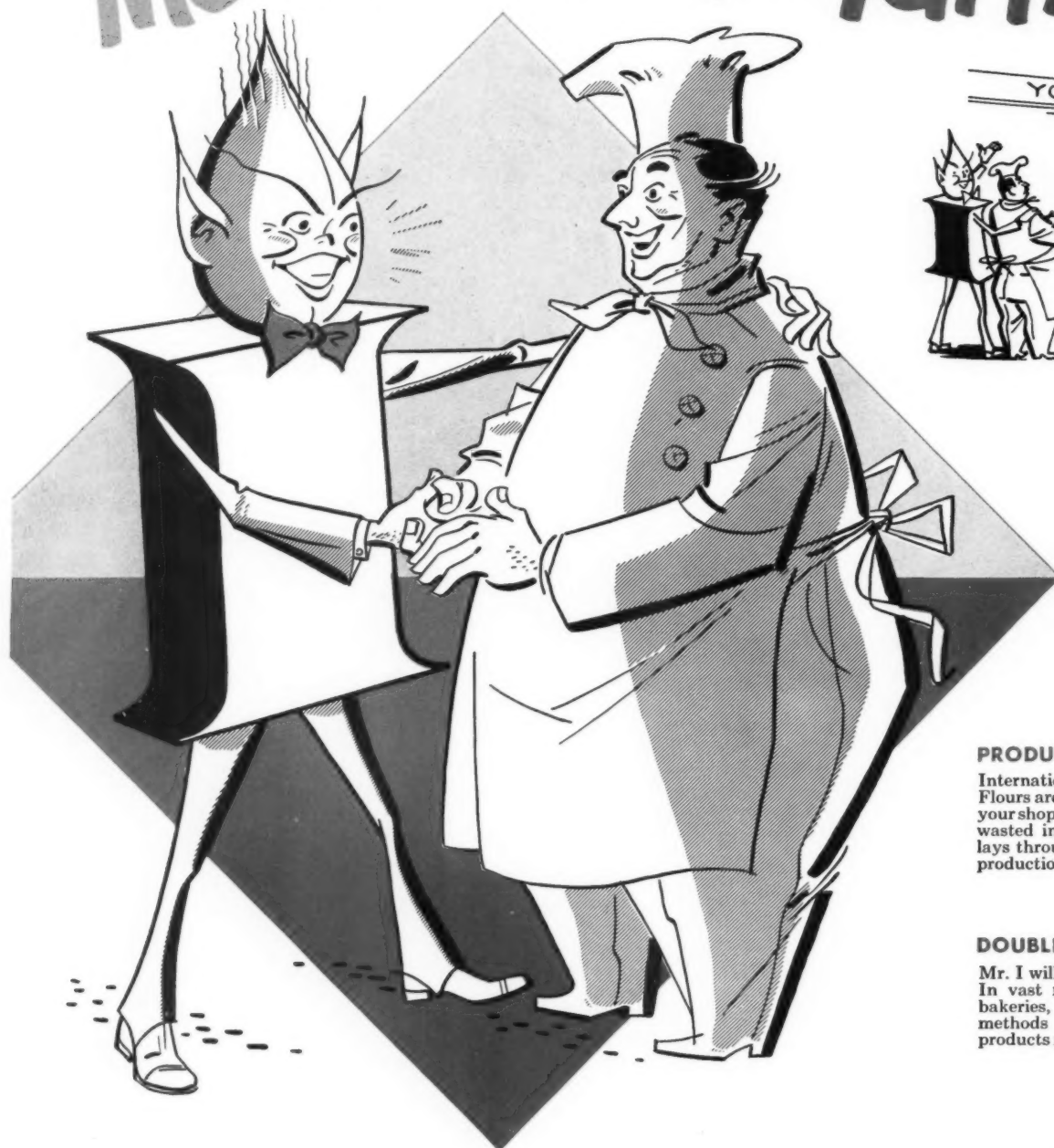


Volume 20  
Number 4

APRIL, 1952

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## PROFIT PROMOTERS

Quality products and low cost production methods are not enough when it comes to meeting competition in today's market. Let Mr. I show you how you can skyrocket sales on your biggest profit items, build good will, convert "occasional" into regular customers.



## PRODUCTION WONDER WORKER

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## DOUBLE TROUBLE SHOOTERS

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Mr. I is here to serve you. Like every International representative, Mr. I is vitally concerned with your success because when he can help you he helps himself. Mr. I's future depends in large measure on the success of the American baking industry.

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MILLING COMPANY

GENERAL OFFICES: MINNEAPOLIS 1, MINNESOTA

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SPICE • GINGERBREAD

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**2** Scale the mix. (You don't even have to do that if you use a 5 lb. bag at one time.)

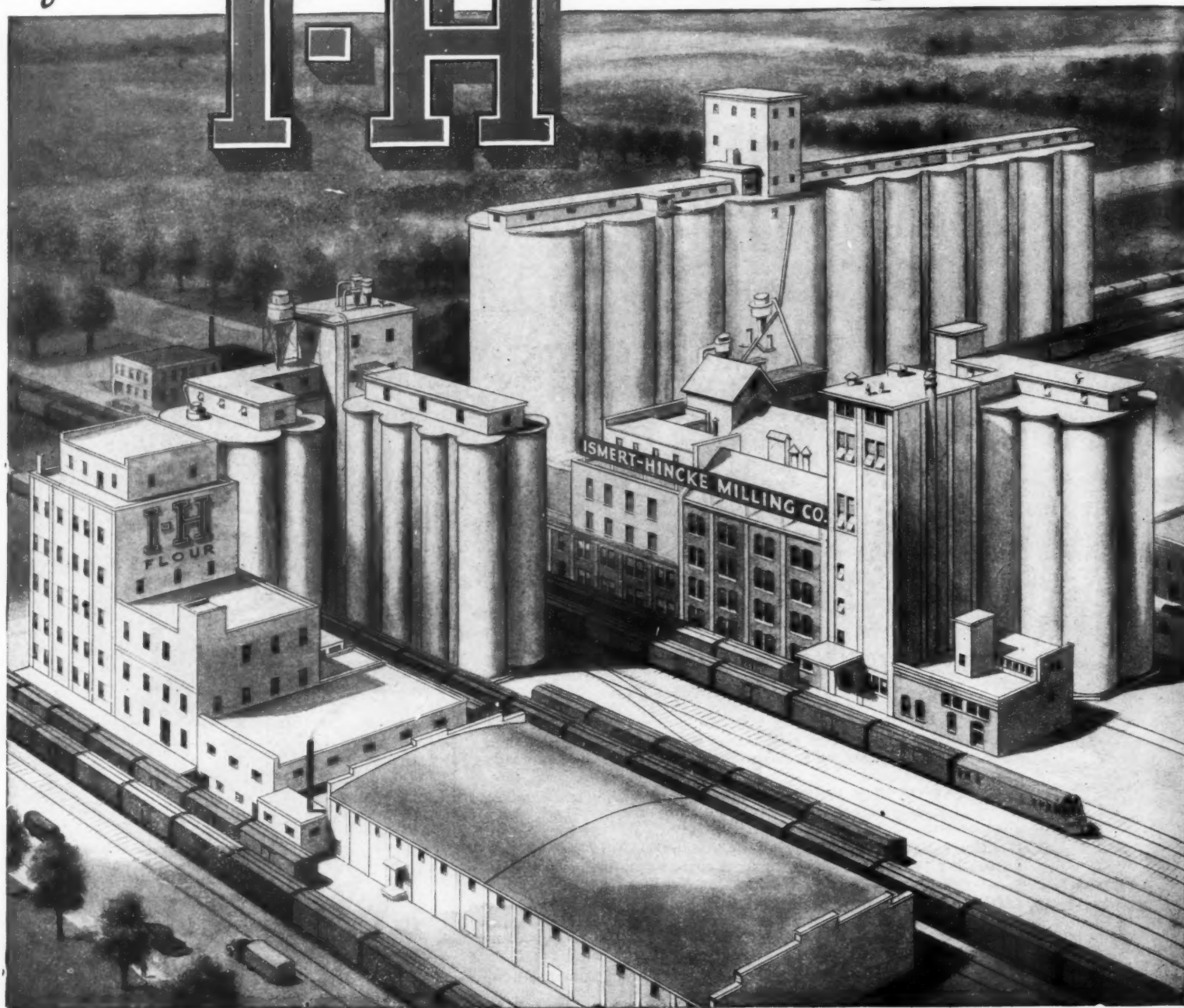


**3** Add water according to directions and mix, either by hand or by machine.



**4** Batter is now ready for pans. (Make layers, sheet cake or cupcakes from same batter.)

If it's **I-H** milled - it's "good" Flour!



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1570 W. 29th Street KANSAS CITY, MO. L. D. 243 L. D. 27





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General Offices: Great Falls, Montana  
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Wheat Washed with Our Own Artesian Well Water.  
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for better baking

ask for

# Acme!

THE ACME FLOUR MILLS CO., OKLAHOMA CITY, OKLA.

# The American Baker

Published Monthly for the Bakers of America by

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The Northwestern Miller • Feedstuffs • Milling Production

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1. Buy your flour in  
Bemis Cotton Bags.



Bemis is a major  
source of bags for bak-  
ery flour.

2. Clean the emptied  
bags.



It's easy to make ar-  
rangements for this.

3. Sell the bags for  
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Women jump at the  
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at  $\frac{1}{3}$  less than store  
price.

Bemis Cotton Flour Bags can usually be re-  
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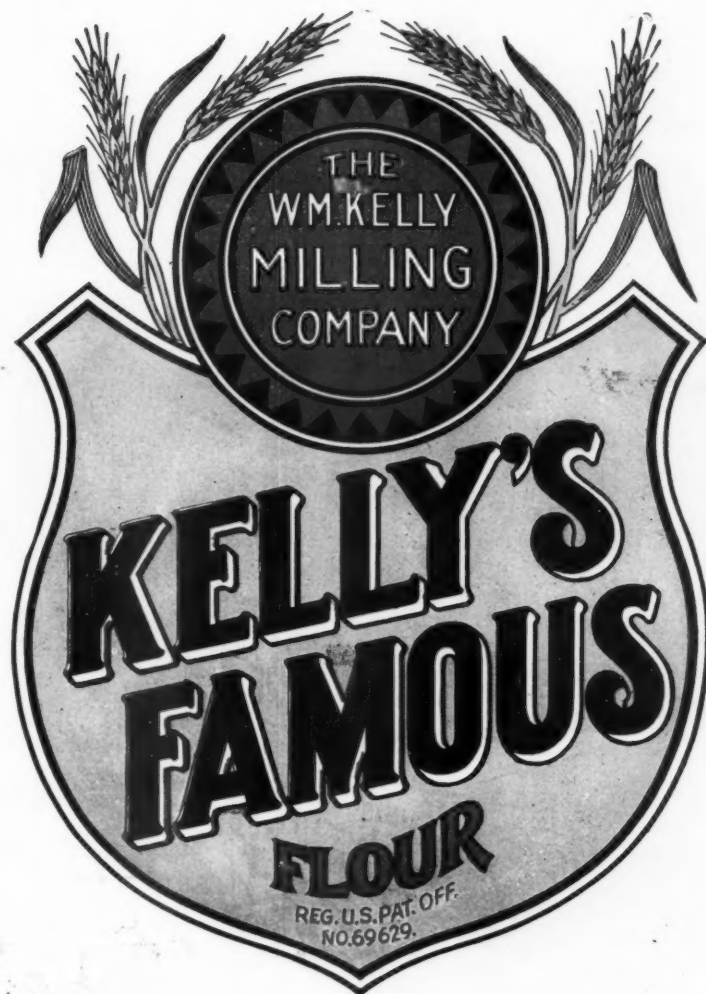
# Bemis



Ask your Bemis Man  
for the complete story  
about Bemis Cotton Bags  
for flour.

BEMIS—an American enterprise in business since 1858 . . .  
employing 10,000 men and women in 45 plants, mills and sales  
offices . . . in 28 states, coast to coast.





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Good bread begins with uniform flour quality . . . and uniform top quality, too. That's why KELLY'S FAMOUS is favored by so many bakers. Every sack and every car acts alike in the bakeshop. And that means guaranteed satisfaction.

*Milled exclusively from scientifically selected varieties of finest hard wheat under constant Laboratory Control.*

**The WILLIAM KELLY MILLING COMPANY**  
**HUTCHINSON, KANSAS**

Capacity 5,000 Sacks

Grain Storage 1,000,000 Bus.



*Ready for release!*



**MILLIONS OF PEOPLE  
WILL SEE IT**



**A GREAT  
TECHNICOLOR MOVIE**

- HOLLYWOOD CAST
- ENTERTAINING PLOT
- TELLS THE STORY OF CHRISTOPHER LUDWICK, BAKER  
GENERAL OF GEORGE WASHINGTON'S ARMY
- ... AND WHY AMERICAN BREAD IS THE BEST  
BREAD IN THE WORLD.

Anheuser-Busch has produced this interesting technicolor movie for showings at schools, luncheon clubs and civic organizations all over the nation. The movie tells the story of the early American baker, Christopher Ludwick, and how his enterprising spirit has carried on through the years—how bakers, by constant research and improvements, have made American bread the best bread in the world.

**BAKERY  
ANHEUSER-  
MANUFACTURER OF BAKERS YEAST**

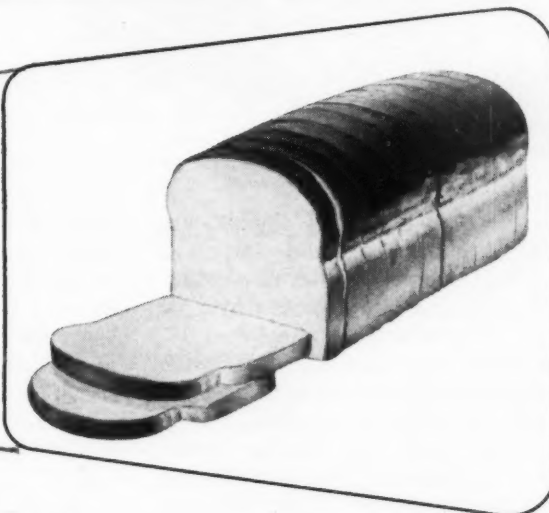






## YOU CAN SPONSOR SHOWINGS LOCALLY

HERE'S HOW TO GET IT—Knowing that bakers will want to present this movie themselves to groups in their towns, Anheuser-Busch is making the movie available *first* to bakers. If you would like to schedule a showing... ~~under the sponsorship of your bakery... for a school, club or organization,~~ tell your Anheuser-Busch Yeast man. He will order the movie for you and help work out the details of arranging the showing. Or, write direct to Bakery Products Dept., Anheuser-Busch, Inc., St. Louis 18, Missouri.



*For each showing, Anheuser-Busch will supply quantities of these pocket-size folders... enough for distribution to the entire audience. Space is provided on each folder for the sponsoring baker to stamp his name. When scheduling a showing, please tell us how many folders you'll need.*



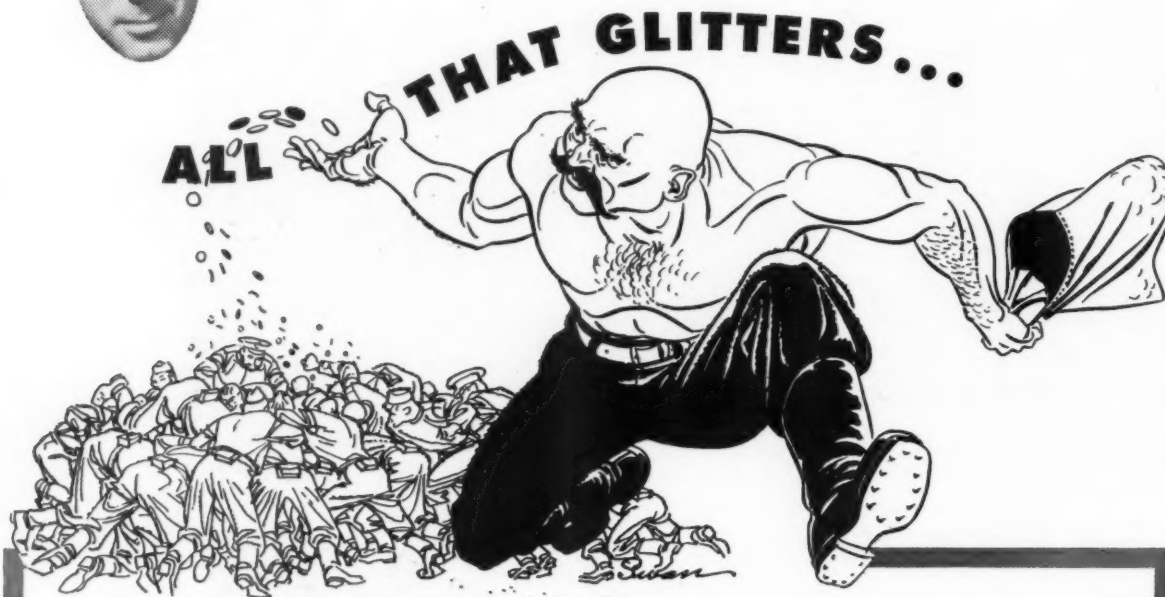
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BUSCH, INC., ST. LOUIS, MO.**

AND OTHER HIGH QUALITY PRODUCTS FOR THE BAKING INDUSTRY





BILL STERN TELLS ANOTHER SPORTS STORY



• In his younger days, Stanislaus Zbyszko was a rare 300-pound hunk of bone and muscle . . . a graduate of the University of Vienna, a philosopher, lawyer, poet, master of eleven languages . . . and the best wrestler in Europe! In 1917, when the Russian Revolution broke out, Zbyszko was in Russia, ending a successful wrestling tour. A Russian wrestler named Alex Aberg, jealous of his fame, falsely informed the Revolutionary authorities that Zbyszko had been not only the favorite wrestler of the murdered Czar of Russia, but was also a spy!

Zbyszko was summarily arrested and sentenced to be shot at dawn. The Russian commander, animated by an odd sense of humor, ordered the doomed Zbyszko to wrestle against his accuser, in an area packed with a wild, drunken mob of soldiers, all rooting for Aberg!

In a gruelling match that lasted three hours, Zbyszko pinned his opponent to the mat. The

referee had no choice but to give Zbyszko the traditional bag of gold in token of victory, though the enraged soldiers pressed against the ring, shouting for his life! Zbyszko ripped open the bag, threw the gold pieces into the crowd, and as they madly fought for the gold, slipped out of the ring and escaped across the border. Eventually, he made his way to America where he won the heavyweight wrestling championship of the world!

"All that glitters is not gold" is true in any business. Profits certainly evidence success, but in our business, profits derive from service . . . service that's based on giant milling and storage plants and the "know-how" of skilled personnel devoted to serving the baking industry of America. There is a Commander-Larabee flour precision-milled to meet your every baking need. You'll help *your* profit record by putting it on your next flour order.



WHEN PERFORMANCE COUNTS . . .

**Commander-Larabee Milling Co.**

GENERAL OFFICES: MINNEAPOLIS • 2 • MINNESOTA



# Editorial . . .

## Eating Should Be Fun

(See Story on Page 10)

**C**HARLES W. CRAWFORD, U.S. Food & Drug administrator, continues to do battle against nutritional cranks. He proves to be a most vigorous and effective champion of such staple foodstuffs as bread, which has been notoriously long-suffering at the hands of fanatical detractors. His championship is rendered especially significant by the fact that few such voices have ever been heard in officialdom.

Mr. Crawford is seconded now by another important official voice, that of Oscar W. Ewing, administrator of the Federal Security Agency, who makes Mr. Crawford's views on this subject a part of his annual report to Congress. The report contains a warning from Mr. Crawford, who cautions consumers against efforts to make them lose confidence in the staple products they buy.

"Many people have been misled," to quote a Food & Drug news release on the report, "to believe they cannot select an adequate diet at a time when the American people have the most abundant and nutritious food supply in our history. Those who are fomenting the idea that plentiful foods must be supplemented by pills and 'elixirs' usually have a commercial interest in such food additives."

One of the saddest things about many of the crank foods is the sackcloth-and-ashes superstition that to be really good for you the morsel on your plate or in your cup must be unpalatable—or even repulsive. Mr. Crawford invites us to return to the happier theory that eating should be fun. He is undoubtedly thinking at the moment of such things as yogurt and blackstrap molasses. He says: "Bread and cereals, meat, dairy products, fresh fruits and vegetables, and other staples of the American diet are more delectable than mill and refinery residues, desiccated greens, pills and bottle medicines, and equally, if not more, nutritious."

The warning about breaking down confidence in staple foods, is made more pertinent by Mr. Ewing's observation that the American people are spending a quarter of their national income for foods, drugs and cosmetics. The size of the quack's lush field emphasizes the degree of hazard he offers to public welfare.

## "Food Becomes You"

(See Story on Page 24)

**A**FTER so many "diet books" advocating reducing via yogurt, nothing-but-steak, wheat germ bread, bananas and skim milk have come across our desk for review, it is a distinct relief to welcome "Food Becomes You" to the ranks of those valuable publications which advocate sensible weight control.

The new foods and nutrition book, reviewed elsewhere in this issue, was written by Dr. Ruth M. Leverton, University of Nebraska scientist and nutritionist whose Common Sense Weight Reduc-

tion plan was seized on by the Wheat Flour Institute and other breadstuffs organizations as a big gun in their warfare against the fattening phobia.

The book is not as sensational as the "best sellers" on diet, but is nutritionally sound—which many of the more sensational books are not. It is hoped that the baking industry will help to give "Food Becomes You" the promotion it deserves so that a permanent impression of sensible advice on weight control will outlive any of the diets requiring bizarre foods and medicinal aids. The need for weight control is given the importance it deserves, yet is treated with a light touch that seems to recognize the trials and tribulations facing the housewife as she glumly surveys parting seams and resolves to do something about it.

Dr. Leverton's attitude toward the food-faddist type of diet is summed up concisely in her book:

"The quack's diet is easily recognized. It is far removed from a normal varied diet or insists on the addition of special health foods or formulas. It often makes spectacular claims, cites fantastic testimonials, and suggests self-diagnosis—all of them dangerous. So beware of anything that has one or more of these earmarks—it's not for you."

"Food Becomes You" is an aptly chosen title. Everything in your body was once in your food, Dr. Leverton explains.

"Starting with a single cell, growing to your present size, and for as long as you live—food becomes you. . . . Food becomes your morale, your happiness, your personality, and your attitude toward life. . . . Moreover, food is becoming to you—the right kind, that is. It is becoming to you because it gives you poise, confidence and sparkle."

Dr. Leverton has produced an outstanding guide to America for selecting the food that becomes you. The housewife can follow it confidently; the baking industry should wholeheartedly join in promoting the work because it is a concrete answer to food faddism, and because in "Food Becomes You," bread is treated as the staff of life it is.

## Enrichment in Canada

(See Story on Page 66)

**T**HE problems surrounding the proposed enrichment of white bread are looming larger in the minds of Canadian millers and bakers. There seems to be no disagreement as to the value of enrichment—but there is considerable controversy over the method of enrichment.

American millers and bakers have faced the same problem, with present indications giving a considerable edge to enrichment at the bakery. Canadian bakers say that enrichment in Canada would have many of the same advantages that have proved themselves in this country—sales might be stimulated and at the same time the detractors of bread as a nutritious food might have their drums muffled.

Millers are objecting to enriching flour at the mill because of the cost factor, the necessity in some cases of maintaining double inventories, and the "wasteful" method of enriching all flour intended for the baking industry regardless of the end use to which the flour was to be put. For example, cake and pastry producers would not require the same type or quantity of enriched flours as would bread producers.

Bakers object to enriching their own flour because of the difficulty of obtaining uniformity, the problem of policing under a permissive system, and the confusion arising from the use of both enriched and unenriched flour.

One of the bright colors in the picture is the evidence of a desire for enrichment by both parties. Convinced of the value of fortified bread to the people of Canada, the two factions have made their first long step along the road to complete cooperation.



**INDUSTRY PRICE ORDER:** The bakery industry price order, limping badly after its year-long race over the tricky track of the Office of Price Stabilization, has been slowed down again, this time by implications of the steel wage-price dispute. The off-again, on-again order appeared to be off-again (temporarily), and observers were giving the industry its choice: (1) it may never see the light of day; (2) it might. **Details on page 10**

**FLOUR MARKET:** Following a period of about steady flour prices and moderate gains in cash wheat, a steady to stronger market trend is indicated, according to George L. Gates, market editor of The American Baker. Prospects still are good for a bumper winter wheat crop, and continued heavy exports in the remainder of the current year are indicated. **For details see page 12**

**ARBA MEETING:** A warning of past dangers which the nation's retail bakers association weathered and a formula for success as an association and as an industry were detailed for the Associated Retail Bakers of America at the recent annual convention in Washington, D.C. A near-record convention gathering heard industry leaders point the way towards greater recognition of baking and the elevation of bakers to a more satisfactory place in the business picture. **Details on page 14**

**PRODUCTION AND SALES:** Teamwork between production and sales is essential to the success and progress of a baking business, E. H. Goldsmith, Bakers Associates, Inc., Chicago, declared in a talk at the recent Southern Bakers Assn. Production Conference. Part of the secret lies in the ability and willingness of each "side" to understand the problems of the other, and once this attitude is prevalent the areas of disagreement disappear and greater harmony leads to a rising curve of sales, profits, wages and salaries, Mr. Goldsmith declared. **Details on page 33**

**CANADIAN FLOUR STANDARDS:** The Canadian government has amended the regulations for the production of bread and flour, and it is expected that the new definitions will come into effect in the near future. However, before action is final, baking and milling representatives are to meet with government officials early this month. Provisions for the introduction of enriched white flour are included in the regulations for the first time. **Details on page 66**

(Additional Spotlight Comment on Page 54)

## Next Month . . .

● **FROZEN BAKED PRODUCTS** is one of the newer industry developments that received a great deal of attention at the recent annual meeting of the American Society of Bakery Engineers. In discussing the topic, Robert M. Woods, Woods' Bakeries, Inc., Evanston, Ill., termed it "the hottest thing in our business." His report, which tells how lowering the temperature will raise profits, will be reprinted in the May issue of The American Baker.

● **HAND DROPPED COOKIES** were turned out with great skill and pride by old-time bakers, and with practice the younger generation can develop the touch to make them uniform, tasty and appealing to the customer. This is pointed out by A. J. Vander Voort, technical director of The American Baker in the formula feature to appear in the May issue. He will present the second in a series of articles on cookies.

## This Month . . .

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# Steel Wage Dispute Puts Hitch in Baking Industry Price Order

WASHINGTON—The lengthening shadow of the steel wage-price dispute may intervene to delay the issuance of the bakery industry price order. Price agency officials say that final refinements of the order have been made and the order should get the approval of the Office of Price Stabilization clearance committee momentarily and the signature of the price director immediately thereafter.

In some respects the bakery order would have been an appropriate April 1 gift to the industry, since the provisions of the order will not cover the increases which may occur when large urban bakery labor groups press for contracts putting the outside men in the baking industry on a five-day week.

OPS officials admit that the present provisions of the order fail to take the expected cost increases from into consideration. Contracts between local labor groups and bakeries establishing a five-day week for outside men are already in the negotiation state and on the basis of past experience it seems probable that Wage Stabilization Board officials will give their blessing to these proposals.

Consequently the baking industry will have an order designed to provide relief from their freeze condition under the General Ceiling Price Regulation, but which may promptly be erased as the new labor contracts take effect.

## Some Doubt About Issuance

There is some possibility that the bakery order may never see the light of day, although OPS officials say it can be issued by the second week in April.

The cross pattern of controversy touched off here recently with the announcement of President Truman that he will not seek reelection and the subsequent resignation of Charles E. Wilson as defense mobilizer has deepened the normal Potomac fog to a point where all and sundry are groping in confusion.

As he departed from government service Mr. Wilson again proclaimed that the wage increase recommendations of the WSB were contrary to the general stabilization policies of the government as he understood them.

Under the WSB decision the steel industry faces a requirement to pay up to 26¢ an hour in wage increases in the industry, but has received no assurance that they will be granted a price increase to compensate them for the increased costs which would occur.

At OPS, officials feel that if the WSB ruling on wages stand, then the "jig is up" with the price agency, particularly if the government at the same time grants a price boost for steel to the extent the companies are requesting action.

In Congress the Senate Banking and Currency Committee adjourned its hearings on extension legislation for the Defense Production Act and later members of the committee told *The American Baker* that after an executive meeting set for April 2 they probably would do little until the air clears indicating that there would be no price control bill reported until May 1 at the earliest.

Since the committee plans now to

wait out the situation for the next 30 days before taking final action on price controls it would seem somewhat futile to issue a bakery order in the interim. There is a bare possibility that a disgusted Congress might decide to throw the whole wage-price stabilization provisions out the window if the steel wage-price dispute is little more than a surrender to organized labor. On the other hand, if the administration can effect a compromise by granting part of the WSB recommendations for a wage boost and part

of the steel companies' requirements on the price side, then there still would be upsetting factors behind a baking industry order based on conditions which exist prior to any steel dispute settlement, to say nothing of the cost increase which will result from approval of a five-day week for outside bakery employees.

The bakery order has been a sorry kettle of fish ever since OPS first started to work on it, observers here say, and recent events do not seem to have improved the outlook.

## FDA Head Backs Staple Food Products, Hits Food Faddists

WASHINGTON—Charles W. Crawford, in his first annual report as administrator of the Food and Drug Administration, recently urged U.S. consumers to maintain confidence in the staple products they have been buying.

In a statement to the federal security administrator, Oscar R. Ewing, Mr. Crawford reported that many people have been misled to believe that they cannot select an adequate diet at a time when they have the most abundant and nutritious food supply in our history. Those who are fomenting the idea that plentiful foods must be supplemented with pills and elixirs usually have a commercial interest in such food additives, he said.

Mr. Crawford said, "Eating should be fun. Bread and cereals, meat and dairy products, fresh fruits and vegetables and other staples of the American diet are more delect-

able than mill and refinery residues, desiccated greens, pills and bottled medicines and equally if not more nutritious."

This statement backs up Mr. Crawford's previous public position against food faddists who have been attempting to undermine the accepted and tested staples of American diet such as enriched white bread and white flour, which have been under attack by special interests and who have made false charges against these products.

Supporting his defense of staple U.S. foods, Mr. Crawford detailed in his statement the constructive work of the FDA in protecting the U.S. consumer through FDA vigilance against shipments of contaminated food products. The inference obviously is that FDA will act to protect the consumer against contaminated food and that consumers can buy with assurance the staple products to which they are accustomed.

## Bakers of America Program Sponsors July "Picnic Month"

CHICAGO—One of the greatest promotional programs ever conducted in the food business on a continuing basis will be launched by the Bakers of America Program in the immediate future, according to J. Roy Smith, Smith's Bakery, Mobile, Ala., chairman of the program planning committee.

July is being set up as "National Picnic Month." The entire weight of the program will be thrown into the promotion, Mr. Smith said, with supplementary support by a large number of other organizations in the food business.

Walter H. Hopkins, program director, pointed out that during the past four years, there has been a steady build-up leading to the Picnic Month promotion. The theme of the program national advertising during the summer has been "Summertime Is Sandwich Time." With this background, the broader, concentrated campaign will be launched, he said.

"Potentials for the picnic promotion are enormous," Mr. Hopkins said. "We have already discussed with other associations in the food field, with national advertisers and advertising agencies, the possibility of their cooperating in the promotion. We have had ready assurance of active

participation. The Hollywood Star Playhouse radio program will be a big factor. Our commercial time on this program will be used to plug the picnic theme—every type of outdoor eating.

"The Bakers of America Program public relations staff and the AIB consumer service department will take the lead in the publicity drive.

"The main point of interest to a baker in the picnic promotion is obvious, of course. It is pretty difficult to plan a picnic which does not include a baker product—bread, rolls, cake, pie, doughnuts, sweet rolls or other products. At the same time, there is every reason for support of the picnic theme by processors and distributors of meat, cheese, all types of spreads, pickles, potato chips, milk, coffee, tea, carbonated and other beverages—and by those interested in paper cups, picnic grills and a wide variety of other products."

Promotional material for use by bakers in their local sales campaigns is being prepared by the program staff and will be distributed to program subscribers in the near future. This will include point of sale material, banners, copy for newspaper ads, radio spot announcements and other sales helps, Mr. Hopkins said.

National magazines are preparing



Andrew T. Elle

**JOINS AIB STAFF**—Andrew T. Elle has joined the department of bakery sanitation of the American Institute of Baking as a public health sanitarian. Increased interest in food plant sanitation prompted the appointment, AIB reports. Mr. Elle, graduate of the University of Massachusetts, has been taking an indoctrination course under Philip T. McDonald, supervising sanitarian of AIB. As his graduate project in college he carried out a series of studies of representative food plants in conjunction with the Massachusetts Health Department and the U.S. Public Health Service.

material suggesting various types of picnics. Campaigns at the local level will be organized for old fashioned Fourth of July picnics in many communities and other similar ideas are being generated. Special material is being developed for use on home service programs of television and radio stations.

"We have every assurance that the picnic promotion will prove to be the most far-reaching ever recorded," Mr. Hopkins said.

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## Higher Metals Allocations Hinted for Third Quarter

NEW YORK—Allocations of metals by the National Production Authority may be "considerably better" than in previous quarters, according to a recent statement by Raymond J. Walter, secretary-treasurer of the Bakery Equipment Manufacturers Assn.

Manufacturers of equipment for the baking industry may be able to revise their schedules upward in view of the fact that certain types of steel will be in greater supply, with chrome decontrolled and carbon steel becoming increasingly more plentiful. Copper and nickel are still in short supply, Mr. Walter said.

With controls expected to continue for some time, the BEMA is considering the reactivation of its advisory committee. Problems which may be considered by the group include inventory limitation expansion, more adequate allocations, conservation and modernization for greater productivity.



## Group Approves 3 Standards for Bakery Equipment

CHICAGO — Three standards for bakery equipment have been approved and cleared by all sponsoring agencies, it was announced at the recent meeting of the Baking Industry Sanitation Standards Committee, held at the Morrison Hotel here. They are flour handling equipment, dough troughs and mechanical proofers. These standards were ordered printed and released to the industry by the committee. Copies of these standards, as they have been approved and released, will be made available to all bakers, manufacturers, sanitation groups, public health groups and others.

Members of the committee present at the session were Arthur G. Hackett, H. Edward Hildebrand and Alan T. Prosser, representing the American Bakers Assn.; Louis E. Caster, Howard O. Hunter and Louis A. King, Jr., American Institute of Baking; Don F. Copell, Martin Eisenstaedt, A. J. Faulhaber and Tyler R. Stevens, American Society of Bakery Engineers; Arthur F. Cummins, T. F. Freed and Carl W. Steinhauer, Bakery Equipment Manufacturers Assn., and J. Lloyd Barron, Edward Bremner and J. Carswell Stokes, Biscuit & Cracker Manufacturers Assn.

There also were approximately 50 members of the industry present and serving on task committee groups to develop standards for individual items of equipment.

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## QUALITY BAKERS FINISH TRAINING SCHOOL SERIES

NEW YORK—The Quality Bakers of America Cooperative, Inc., has finished its 11th annual series of six sales schools, held this year in New York, Chicago, Boston, Cincinnati, New Orleans and San Francisco, each for three full days.

These schools for the past 10 years have been conducted for QBA members, sales managers and supervisors without charge and the attendance this year at each of the schools topped all previous records, with 105 plants from 40 states represented.

The subjects covered in the schools included new market-tested sales techniques, described by George Graf, general manager, who also outlined QBA sales progress for last year. The group's annual advertising and merchandising campaign will include newspapers, 24 sheet posters, radio, television, point of purchase and other material.

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## HEADS STORE BAKERY

PORTLAND, ORE.—Henry Freeman, known in baking circles for his "daylight bakeries," is now in charge of the Olds & King Bakery on the main floor of a Portland department

## BAKERIES' SALES DROP SHARPLY IN JANUARY

WASHINGTON—Bakery products stores in the U.S. showed no change in sales in January, 1952, compared to the same month in 1951, according to the U.S. Department of Commerce. Sales in the month dropped 15% from December, 1951.



Robert T. Foote



James A. Kirkman, Jr.

**RED STAR VICE PRESIDENTS**—The board of directors of the Red Star Yeast & Products Co., Milwaukee, recently elected Robert T. Foote and James A. Kirkman, Jr., vice presidents of the corporation, Russell D. L. Wirth, president of the company, has announced. Mr. Foote, also elected a director, vice president in charge of manufacturing and research, has been with Red Star Yeast more than 11 years, during which time he has held various positions in the manufacturing and research departments. In 1950 he was appointed executive director in manufacturing and research. Mr. Kirkman joined the company in 1949 after three years with Red Star's advertising agency, Ellington & Co., Inc., New York. In 1950 he was made executive director of sales and advertising. He is now vice president in charge of sales and advertising.

store, according to A. D. Smith, general manager. Mr. Freeman has been in business in Portland 39 years during which time he has developed his daylight baking methods. At one time a Freeman operation here was rated one of the largest in the country for sales volume.

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## DRY MILK INSTITUTE TO MEET APRIL 17-18

CHICAGO—The 27th annual meeting of the American Dry Milk Institute will be held at the Edgewater Beach Hotel, Chicago, April 17-18, B. W. Fairbanks, director, has announced. Theme of the sessions will be "The Industry's New Responsibility—Meeting Sales Demands."

The program will include a premier of a colored film strip which takes a homemaker on a tour of a dry milk plant. There will be a display of foods made with nonfat dry milk solids. Appearing on the program will be representatives from the Office of Price Stabilization, the U.S. Department of Agriculture and the armed forces.

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## WAXED PAPER INSTITUTE ELECTS 1952 OFFICERS

CHICAGO—J. E. Edelstein, vice president of the Rapinwax Paper Co., was elected chairman of the 1952 executive committee of the Waxed Paper Institute, Inc., at the institute's annual meeting held at New York's Waldorf-Astoria Hotel Feb. 21. C. F. Christy, vice president of the Kalamazoo Vegetable Parchment Co., was named vice chairman.

Newly elected members of the committee are R. D. Halford, Fabricon Products, Inc.; and W. P. Patterson, the Specialty Papers Co.

Continuing to serve on the institute's governing body are B. F. Lacy, Pollock Paper Corp., the 1951 chairman; D. J. Benjamin, Waxide Paper Co.; Donald Ramsay, Nashua

Gummed & Coated Paper Co.; Harlan K. Snyder, Central Waxed Paper Co.; John H. Snyder, Marathon Corp.; G. C. Wieman, Western Waxed Paper Co., and K. R. Zimmer, Zimmer Paper Products, Inc.

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## MEETING DATE CHANGED

WEST HAVEN, CONN.—The date of the Connecticut Bakers Assn.'s "Show-How" demonstration, reported on page 60 of this issue, has been changed to May 5.

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## LLOYD R. WOLFE FORMS "BUSINESS BOOKS" FIRM

CHICAGO—The formation of Business Books, Inc., has been announced by Lloyd R. Wolfe, management consultant and owner of Lloyd R. Wolfe & Associates. Simultaneously Mr. Wolfe announced the removal of his offices from 135 S. La Salle St. to the Chicago Title & Trust Bldg. at 111 W. Washington St., Chicago 2.

Service activities of the firm include business publications distribution as well as the management of industrial training schools, such as the recent "School of Bread Sales Management" sponsored by E. J. Sperry's "Personal Opinion" of which Mr. Wolfe was the managing director.

"The list of my own publications in this field is growing so rapidly," Mr. Wolfe said, "as to necessitate separation of the publishing function from that of distribution, hence the formation of Business Books, Inc., to handle my own and the business books in print of all publishers—here and abroad. The firm will endeavor to search out the many important publications that otherwise might not come to the attention of American business men. It is planned that particular attention will be given to the specialized interests of individuals and companies, who are invited to file their 'want lists' with the firm."

## Industry Objections to Ellender Report Read Into Record

WASHINGTON — Following the controversial report on the utilization of farm crops, issued last year by the Senate Committee on Agriculture, two industry organizations protested sharply to Sen. Allen J. Ellender (D., La.), chairman. These protests have now been read into the Congressional Record.

According to the Millers National Federation, the report "contained several pages of faddist propaganda against the use of wheat products in the diet. Investigation disclosed that the objectionable material had come from staff members of the committee who had accepted faddist propaganda without investigation."

In requesting that the letters from the American Institute of Baking, signed by Howard O. Hunter, then executive vice president and the Millers National Federation (Herman Fakler, vice president) be included in the record, Sen. Ellender said:

"It was not the intention of the committee to publish misleading information or to make unwarranted statements regarding any of our important food processing industries.

"I request unanimous consent to insert in the appendix of the Record these two letters which I have received, in order that the public may be fully informed on the points at issue. In requesting publication of these letters, I am taking no position on the merits of their statements."

The letters from the AIB and the MNF appear in the appendix to the Congressional Record for Feb. 27, 1952, on pages A1242-A1244.

(Editor's Note: A news story on The Fakler-Ellender exchange appeared on page 12 of the American Baker for September, 1951. A report on the Hunter letter appeared on page 11 of the November, 1951, issue.)

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## NEW DETREX DEPARTMENT

DETROIT—The creation of a new products department and the appointment of John P. Emmett as its head have been announced by A. O. Thalacker, vice president and general manager of Detrex Corp., Detroit. Mr. Emmett has been with the firm six years.

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## WARD BRINGS PROTEIN BREAD TO N.Y. AREA

NEW YORK—At a cocktail party in the Hotel Pierre Roof Garden March 5, the Ward Baking Co. announced its new loaf of protein bread, now being distributed in metropolitan New York and New Jersey areas. A large number of food editors and writers were present at the affair, which was addressed by Dr. William J. Darby, professor of biochemistry and director of nutrition studies, Vanderbilt University, Nashville, Tenn. The bread has been introduced in several Ward areas during the past year.

Dr. Darby discussed the great advancement that has been made in nutrition through the enrichment of bread, and other contributions which have been made to American health by the baking industry.

Miss Dorothy Thomas conducted the meeting, during the course of which she introduced Everett C. Casto, president of the Ward Baking Co., as well as other executives of the firm.



# The Flour Market

## Heavy Exports Still a Major Influence

A steady to stronger trend in wheat and flour markets was indicated in early April following a period of moderate advances in cash wheat values and approximately steady flour markets. With the prospect of a bumper winter wheat crop widely acknowledged for some time now, there appeared little likelihood that anything but a spectacular boost in production estimates would exert downward pressure on wheat prices. On the other hand, in view of an expected sharp reduction in the carryover of 1951 wheat on July 1, any substantial deterioration in present crop prospects may well be expected to give markets a boost. Sustained heavy export demand appears a definite possibility, thus keeping alive one of the most important bullish factors reflected in wheat prices in the current year.

### FLOUR BUYING HELD TO MINIMUM LEVEL

Quotations on spring wheat flour in early April were practically unchanged from the levels quoted in early March. Hard winters in the Southwest, using the same comparison, were 5@10¢ sack higher for 120-day shipment. Southwesterns, however, were discounted 10¢ sack for April shipment and 5¢ for May shipment, a pricing provision which recognizes the possibility of an upward market trend. Wheat futures in this period declined 1@3½¢ at the various markets, and cash wheat prices gained ¼@1¼¢ at Minneapolis and 1@2¢ at Kansas City. March was a dull month for flour procurement, with most buyers content to operate on previously booked supplies or purchase only hand-to-mouth needs. Users of spring wheat flour had bought requirements for some time ahead during the late February splurge. Outside of some coverage of April needs by a few chains, a considerable portion of April and May supplies of hard winters remained to be bought at the start of the month, according to trade indications.

### FIRST SPRING CROP ESTIMATE ISSUED

The first indications of the potential size of the spring wheat crop were revealed in the March report of farmers' intentions to plant. On the basis of these, the U.S. Department of Agriculture estimates a harvest of 307 million bushels, about 35 million bushels less than actually was harvested in 1951. Combined with the

USDA's preliminary winter wheat estimate, a total 1952 crop of about 1,225 million bushels is in prospect. Thus, total outturn—according to these very early indications—would be considerably larger than the total 1951 wheat harvest of 987 million bushels. The influence of future changes in this supply outlook can be measured, as they develop, against these current prospects, as present market levels take into account this appraisal of the supply side of the picture.

### WINTER WHEAT OUTLOOK GOOD

Winter wheat prospects, if anything, appear to have improved during March, although some trouble spots remain and some others are reported to be developing. Recent warm, sunny weather over the southwestern belt accentuated the generally favorable growing conditions. The Kansas outlook is exceptionally good everywhere except in a few southwestern counties. The crop is now greening up as far north as Nebraska. Elsewhere in the Southwest prospects also are good, except for a drought area centering in the Texas panhandle. In that section only limited moisture has been received and exceptionally strong winds have dried the topsoil rapidly, causing serious erosion. Damage from insects has been slight so far, although presence of the bugs has been noted in scattered areas. The over-all crop picture got its greatest boost from snow and rainstorms which assured most areas an adequate supply of surface moisture to match the already good subsoil supply.

### EXPORTS CONTINUE AT HEAVY RATE

The latest report on wheat exports shows that the rate of shipments has been equal to or above expectations. Through February, wheat and flour exports totaled 303,425,000 bu., which compares with 178,366,000 bu. in the corresponding eight months of the previous year. If this average monthly rate is maintained through the rest of the current crop year, the year's total would be 450 million bushels, about 50 million more than calculated by the USDA in making its prediction of a 300 million bushel carryover on July 1. In another report the USDA states supplies on hand March 1 for export or carryover totaled 380 million bushels, after allowing for domestic requirements through June. In view of the announced program calling for bread grain (including an unnamed quantity of rye) exports in the April-June period of 135 million bushels, it hardly seems possible the carryover could be as much as 300 million bushels. In fact, it appears the figure may be much lower.

Supporting the prospect of continued heavy shipments of U.S. wheat overseas is the report that Canada may be unable to supply buyers to the extent thought possible earlier. It has said that most Canadian supplies of the top three grades have already been committed and that any

buyers seeking these grades will have to procure them in the U.S. Considerable wheat is said to be needed by several European countries before their crops are harvested and by Far Eastern and South American nations. The latter are unable to buy from their usual source, Argentina, because of a short crop there.

### GOVERNMENT-OWNED CARRYOVER LARGE

No new estimates have been made of the amount of the carryover likely to be owned by the government, although it would appear that the portion may be more than the 60% calculated earlier. Market prices during most of March were not high enough to attract large-scale redemptions of producer loans, and the government take-over April 30 may be larger than USDA expected. Higher prices before that, of course, would step up redemptions, although this is subject to limitations because as sales of loan wheat expand the accompanying hedges placed in futures markets by buyers would tend to check price gains and further redemptions. Government wheat ownership will undoubtedly be reduced by the end of June through exports from its stocks, but the extent to which this will change the estimate of government and private ownership of year-end stocks is still a question mark.

### SUPPORT LEVEL MAY BE HIGHER

The prospective 1952 wheat support rate also is due for some attention. Support will be calculated at 90% of June 15 wheat parity. If parity then is the same as on March 15, support prices will be 3¢ bu. higher in 1952 than in 1951, when the national average farm level loan rate was \$2.18 bu. This would result in terminal loan rates of \$2.53 bu. at Chicago, \$2.48 at Kansas City and \$2.50 at Minneapolis. The actual loan rate, after deduction of 10½¢ bu. storage charges, would be \$2.37½ bu. at Kansas City when the crop is being harvested. Recently, July futures there have been 2@3¢ under this figure,

which indicates there may not be much interest in selling much below this level. A change in parity, of course, could change this relationship.

### AMERICAN MACHINE SALES AT RECORD HIGH IN 1951

NEW YORK—Sales of the American Machine & Foundry Co. for 1951 set an all-time record while net income rose to \$2,711,000 as against \$2,016,000 in 1950, according to the annual report to stockholders issued by Morehead Patterson, board chairman and president. Sales, rentals and royalties climbed to \$54,203,000 in 1951, a new high in AMF's 51-year-old history and almost double the \$27,517,000 total recorded in 1950, Mr. Patterson reported.

### NATIONAL BISCUIT CO. SALES SET NEW RECORD

NEW YORK—Although sales of the National Biscuit Co. passed the \$300 million mark for the first time in the company's 54 years of operation, the firm realized only 4.9¢ on each dollar of sales in 1951, compared with 7.1¢ in 1950, because of price squeezes and increased material and labor costs.

The record dollar sales volume was the result of increased tonnage as well as high prices, the company's report to stockholders says. Sales for the year 1951 were \$329.9 million, representing an increase of 11% over 1950 sales of \$296.4 million.

Net profits for 1951 were \$16.2 million compared with \$21.1 million in 1950, equal to \$2.30 a share of common compared with \$3.08 in 1950.

### FEDERAL INCOME DOWN

NEW YORK—Net income of Federal Bake Shops, Inc., for 1951 totaled \$347,822 as against \$413,111 for the like period in 1950. Net sales of \$8,225,019 in 1951 afforded a per share income of 81¢, compared with 97¢ a share on the \$7,957,164 total of sales in 1950.

## Summary of Flour Quotations

March 29 flour quotations, in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring top patent	5.65@5.89	5.84@5.88	5.70@5.74	5.60@5.64	5.50@5.54
Spring high gluten	5.60@5.55	5.60@5.54	5.50@5.54	5.40@5.44	5.30@5.34
Spring short	5.30@5.70	5.35@5.72	5.30@5.65	5.20@5.50	5.10@5.40
Spring standard	5.60@5.54	5.60@5.54	5.50@5.54	5.40@5.44	5.30@5.34
Spring straight	5.30@5.70	5.35@5.72	5.30@5.65	5.20@5.50	5.10@5.40
Spring first clear	5.60@5.54	5.60@5.54	5.50@5.54	5.40@5.44	5.30@5.34
Hard winter short	5.50@5.79	5.40@5.50	5.45@5.50	5.35@5.45	5.25@5.35
Hard winter standard	4.76@4.96	4.70@4.85	4.65@4.85	4.55@4.65	4.45@4.55
Hard winter first clear	7.15@7.23	7.10@7.15	7.10@7.15	7.00@7.05	6.90@6.95
Soft winter short patent	5.50@5.63	5.50@5.63	5.40@5.50	5.30@5.40	5.20@5.30
Soft winter standard	5.50@5.63	5.50@5.63	5.40@5.50	5.30@5.40	5.20@5.30
Soft winter straight	5.50@5.63	5.50@5.63	5.40@5.50	5.30@5.40	5.20@5.30
Soft winter first clear	5.50@5.63	5.50@5.63	5.40@5.50	5.30@5.40	5.20@5.30
Rye flour, white	5.50@5.63	5.50@5.63	5.40@5.50	5.30@5.40	5.20@5.30
Rye flour, dark	4.53@5.00	4.37@4.43	4.30@4.35	4.20@4.25	4.10@4.15
Spring high gluten	6.45@6.51	6.55@6.65	6.43@6.51	6.30@6.42	6.15@6.40
Spring short	6.40@6.50	6.25@6.35	6.13@6.28	6.14@6.19	6.10@6.20
Spring standard	6.20@6.26	6.05@6.15	5.97@6.17	5.90@6.32	5.85@6.05
Spring first clear	5.95@6.15	6.05@6.15	5.97@6.17	5.90@6.32	5.85@6.05
Hard winter short	6.20@6.30	6.20@6.30	6.17@6.27	6.00@6.20	5.75@5.85
Hard winter standard	6.00@6.10	6.15@6.25	5.97@6.07	5.80@6.00	5.70@5.80
Hard winter first clear	6.00@6.10	6.15@6.25	5.97@6.07	5.80@6.00	5.70@5.80
Soft winter short patent	5.85@6.20	5.85@6.20	5.87@6.22	5.80@6.20	5.75@6.10
Soft winter straight	5.85@6.20	5.85@6.20	5.87@6.22	5.80@6.20	5.75@6.10
Soft winter first clear	5.85@6.20	5.85@6.20	5.87@6.22	5.80@6.20	5.75@6.10
Rye flour, white	5.90@5.99	6.05@6.15	5.90@5.99	5.70@5.90	5.60@5.80
Rye flour, dark	5.90@5.99	6.05@6.15	5.90@5.99	5.70@5.90	5.60@5.80

Market  
Editor

George L. Gates

## Dehydroacetic Acid Not Suitable as Mold Inhibitor

CHICAGO—A recent bulletin from the American Institute of Baking warned bakers and manufacturers of wrapping materials used by bakers against the use of dehydroacetic acid as a mold inhibitor because of the acute toxicity of the chemical. The essential text of the AIB statement follows:

"Dehydroacetic acid has recently made its debut as a mold inhibitor in which capacity it appears to be quite effective. However, investigations of dehydroacetic acid by the Food & Drug Administration reveal that its acute toxicity is approximately equal to that of carbolic acid. For this reason, a representative of the Food & Drug Administration's Chicago office has stated that any food containing any quantity of this chemical is subject to seizure and the manufacturer subject to prosecution.

"On February 19, the Food & Drug Administration seized, as adulterated, a shipment of processed American cheese which had been packaged in flexible wrappers impregnated with dehydroacetic acid for the purpose of controlling mold growth. Through contact with, or close proximity to, the wrapper, the cheese had been contaminated with dehydroacetic acid.

"Because U.S. Patent 2,474,227, issued on June 28, 1949, refers to the value of this agent as an anti-mycotic in baked foods, and because it has been publicized as an agent for producing anti-mycotic bread wraps, it is considered desirable to bring this action of the Food & Drug Administration to the attention of bakers.

"The American Institute of Baking has no evidence that this substance has been offered to bakers, nor does it have evidence that any bakers have ever used this substance. However, it would be wise for all bakers to look into the mold and rope inhibitors which they might employ to make certain they are using products the safety of which has been established. This also applies to packaging materials which may have been purchased because of their anti-mycotic properties. Sodium propionate, calcium propionate, vinegar, sodium diacetate, and mono-calcium acid phosphate have the semi-official sanction of the Food & Drug Administration, inasmuch as they are included in the proposed standards for bread. This indicates that the evidence of safety concerning these materials was sufficient to permit this action on the part of the Food & Drug Administration. No other anti-mycotics that may be offered for sale to the baker enjoy even this much recognition as being suitable for use in baked foods."

## GENERAL BAKING SALES RISE, PROFITS DECLINE

NEW YORK—Sales of General Baking Co. during the first nine weeks of 1952 were higher than those during a corresponding period in 1951, but rising costs and a price squeeze resulted in a lower profit, George L. Morrison, chairman and president, reported at the annual meeting recently.

Mr. Morrison reported that the firm hopes to obtain a Florida property soon, and indicated that the firm's

expansion program would be concentrated in the Southeast. At present, its southernmost property is at Norfolk, Va. In addition to the Florida site, three others are under consideration.

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### ADDITIONAL STOCK ISSUE

SAN FRANCISCO—Permission to issue 15,000 additional shares of common stock has been asked of the state securities commission by Langendorf United Bakeries, Inc. The stock is intended for subscription by executives and employees of the company.

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### CONTINENTAL DIVIDEND

NEW YORK—The board of directors of Continental Baking Co. has declared the following dividends: A quarterly dividend of \$1.37½ a share on the outstanding \$5.50 dividend Preferred Stock, payable April 1, 1952, to holders of record of such stock at the close of business March 14, 1952; a regular quarterly dividend, for the first quarter of the year 1952, of 40¢ a share on the outstanding common stock, payable April 1, 1952, to holders of record of such stock at the close of business March 14, 1952.

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### BAKING INDUSTRIES PAY RATE SHOWS 6.9% HIKE

WASHINGTON — The Bureau of Labor Statistics, U.S. Department of Labor, recently reported a 6.9% increase in the hourly rate paid production workers in the baking industry. Weekly earnings were up 6.5% in December, 1951, over the same period in 1950.

Average weekly earnings were \$58.95, hours worked were 41.4 and the average hourly rate \$1.42. Corresponding figures for December, 1950, were \$55.37, 41.6 hours and \$1.331. Corresponding figures for preceding years (12-month averages) were: 1947—\$45.41, 42.4 hours, \$1.071; 1948—\$49.35, 42.4 hours, \$1.164; 1949—\$51.67, 41.7 hours, \$1.239.

The latest figures represent an increase of 32.9% in rates per hour over the 1947 average.

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### TAXES CUT NET PROFIT OF STERLING DRUG, INC.

NEW YORK—New records in sales and earnings before taxes were achieved by Sterling Drug, Inc., during 1951, but substantially higher

## The Stock Market Picture

Quotations on baking company stocks listed on the New York Stock Exchange and the New York Curb Market:

	1951-52	Mar. 18, 1952	Mar. 29, 1952
	High	Low	Close
Barry Biscuit Corp.	5 1/4	3 1/4	4
Continental Baking Co.	21 1/4	17	18 1/2
Continental Baking Co., \$5.50 Pfd.	99	92	94 1/2
General Baking Co.	12	10 1/4	11 1/4
General Baking Co., \$8 Pfd.	162	149	159
Horn & Hardart Corp. of New York	35 1/2	30	30 1/2
National Biscuit Co.	35 1/2	30 1/4	30 3/4
National Biscuit Co., \$7 Pfd.	184 1/2	163 1/4	167 1/2
Purity Bakeries Corp.	31 1/4	27 1/2	29 1/4
Sunshine Biscuits, Inc.	66 1/2	56	63 1/4
United Biscuit of America	35	29 1/2	35 1/4
United Biscuit of America, \$4.50 Pfd.	109	101 1/2	105 1/2

Closing bid and asked prices on stocks not traded March 29:

	Bid	Asked
Great A. & P. Tea Co.	123 1/4	124 1/4
Omar, Inc.	16 1/4	17 1/4
Wagner Baking Co.	102 1/4	104 1/4
Ward Baking Co., Warrants	5 1/2	5 3/4

taxes on income brought net profit below that realized in 1950, according to the annual report mailed to stockholders March 28.

Net sales for 1951 were \$153,222,215, compared with \$138,727,337 in 1950. Profit before taxes in 1951 was \$26,151,461, which compares with \$24,481,870, an increase of \$1,669,591. Provision for federal and foreign taxes on income was \$14,600,000, compared with \$11,000,000 in 1950.

Net profit for year ended Dec. 31, 1951, was \$11,551,461. After deducting preferred dividends of \$403,290, these earnings are equivalent to \$2.91 a share of common stock. These figures compare with a net profit in 1950 of \$13,481,870, equal to \$3.41 a share of common.

Sterwin Chemicals, Inc., is a subsidiary of Sterling Drug, Inc.

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### NEW NATIONAL BISCUIT PLANT BEATS SCHEDULE

CHICAGO—Construction of the new cookie bakery of the National Biscuit Co. here is three months ahead of schedule, Ragnar Benson, industrial builder, has reported. He said the building will be ready for machinery installation in July and that cookie and cracker production is expected to start in September.

The structure, expected to cost \$28 million when fully equipped, is more than a block wide and almost two blocks long. A tower section on one end contains 93 bins, which hold 100 railroad cars of ingredients.

### WARD BAKING CO. BUYS NORTH CAROLINA PLANT

NEW YORK—The Ward Baking Co. has purchased and taken over the operation of the plant of Kern's & Associated Bakeries in High Point, N.C., Faris R. Russell, chairman of the board, announces.

The manager of the new High Point plant of the company will be Hugh E. Boyd, previously assistant manager of the plant in New Orleans.

The new location on the Greensboro highway is contiguous to other operations of the Ward Baking Co., and this section is expanding its commercial operation substantially. The company now operates plants in 19 cities.

—BREAD IS THE STAFF OF LIFE—

### BREAD PRICE UP 1¢

BINGHAMTON, N.Y.—Most bakers here advanced bread prices 1¢ a loaf March 18. This brings the price of white bread to 19¢ at most stores. Carl B. Anderson, vice president and general manager of Spaulding Bakeries, Inc., voiced the sentiment of most baking officials when he said "it is regrettable that events have forced an increase in bread prices, but everyone knows how taxes, labor and materials have increased since July, 1950, date of the last price increase." Mr. Anderson said bakers here did not avail themselves of the chance to boost bread prices last November, as permitted by the Office of Price Stabilization, because they hoped costs would level off.

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### MRS. TUCKER'S FOODS ANNOUNCES MERGER

SHERMAN, TEXAS—Mrs. Tucker's Foods, Inc., manufacturer of vegetable oils and shortenings, has announced the merger of the company with Anderson, Clayton & Co., Houston, via a three-for-one stock exchange.

The Tucker firm, which also has a plant at Jacksonville, Ill., will operate as a division of the Anderson firm, and there will be no change in management, policies, or brand names.

The merger will expedite expanded merchandising operations for Mrs. Tucker's Foods, the company states, because of the large resources of the Anderson, Clayton firm.

—BREAD IS THE STAFF OF LIFE—

### VAN DE KAMP DIVIDEND

LOS ANGELES—Directors of Van de Kamp's Holland Dutch Bakers, Inc., Los Angeles, declared a quarterly dividend March 1 of 20¢ a share on the common stock, payable March 31 to stockholders of record March 10. The same amount was paid last year.

### U.S. WHEAT FLOUR PRODUCTION STATISTICS FOR MARCH, 1952

(Figures for Buffalo, Kansas City and Minneapolis represent 100% of production. Adjusted estimates for the U.S. are based on reports from mills which are believed to account for approximately 74% of U.S. wheat flour output.)

	March, 1952	February, 1952	March, 1951
<b>BUFFALO</b>	<b>2,087,014</b>	<b>1,997,390</b>	<b>2,010,209</b>
Minneapolis	1,082,836	1,141,815	1,135,555
Interior Northwest	1,718,957	1,852,110	1,829,936
<b>NORTHWEST</b>	<b>2,801,793</b>	<b>2,993,925</b>	<b>2,965,491</b>
Kansas City	1,133,614	1,233,722	1,463,756
Interior	3,765,236	3,851,480	4,283,668
<b>SOUTHWEST</b>	<b>4,898,850</b>	<b>5,085,202</b>	<b>5,747,424</b>
Seattle-Tacoma	734,376	876,312	879,581
Portland	218,209	324,696	235,645
Interior North Pacific	216,487	221,520	216,829
<b>NORTH PACIFIC COAST</b>	<b>1,169,072</b>	<b>1,422,528</b>	<b>1,332,055</b>
<b>CENTRAL AND SOUTHEAST</b>	<b>2,089,034</b>	<b>2,219,099</b>	<b>2,450,521</b>
<b>TOTALS</b>	<b>13,046,173</b>	<b>13,718,144</b>	<b>14,505,700</b>
Percent of U.S. Total	74.4	74.4	73.8
<b>ADJUSTED ESTIMATES, U.S.</b>	<b>17,653,800</b>	<b>18,773,500</b>	<b>19,737,000</b>



# Formula for Industry Prosperity Presented as ARBA Determines to Make Baking a "Potent Force"

By WILFRED E. LINGREN and  
FRANK W. COOLEY, JR.  
American Baker Editorial Staff

WASHINGTON — A warning of past dangers which the nation's retail bakers association weathered and a formula for success as an association and an industry were detailed for the Associated Retail Bakers of America at the annual convention of the group, which got under way March 16 at the Shoreham Hotel here.

Speaking at the opening session of the four-day meeting, Bernard E. Godde, Godde's Pastry Shoppes, Battle Creek, Mich., president of ARBA, said that his association was at the "highest level of good feeling" that had prevailed for six years, with the retailers' group in good financial condition with no encumbrances.

Although pointing out that the baking industry can grow to be a potent force in the eyes of competing food groups, in line with its financial position as the largest single food industry, Mr. Godde deplored the non-recognition of the baking industry as essential; he urged that more be done to elevate baking as an important industry and bakers to a more satisfactory place in the business picture.

"Cleanliness, quality of product and keener merchandising are vital if we retail bakers are going to retain good will and increased baked foods acceptance in the consumers' minds," Mr. Godde said.

Several of the services available to retail bakers only through the auspices of the Associated Retail Bakers of America were outlined to the capacity crowd attending the initial session, and Mr. Godde advocated regional meetings supplementary to the national convention for the easier exchange of ideas and techniques.

Before Mr. Godde took the rostrum as session chairman, the convention was formally called to order by E. Eric Birk, Willie's Bakery, Washington, convention chairman. Mr. Birk called attention to the large crowd and pointed out that the current meeting was the most successful the ARBA had ever had from the attendance standpoint, with nearly 1,500 registered.

"I say most successful," Mr. Birk explained, "because in the final analysis a national convention is a meeting place for the exchange of ideas, and the more participants in that exchange the better."

## A Silent Partner

Keynote speaker of this year's convention was Sen. E. M. Dirksen of Illinois, a former baker who stirred the listening bakers to applause several times with his pungent comments about the presence of "Uncle Sam as a silent partner in your business" and censure of the controlled economy.

"We have associated ourselves with other nations in order to achieve peace by force," Sen. Dirksen said. "This will lead to a permanent necessity to combat aggression anywhere in the world, to a permanent war footing for business and consequently to a nearly permanent inflationary economy."

Firm prices are ahead for most of the commodities sold and bought by the American business man, Sen. Dirksen said. The speaker declared himself definitely against any form of controls, but said "we will have to put up with them for a while" because of the emergency situation.

In addition, he said, "You can kiss goodbye to any kind of tax relief. If we are going to chase aggressors all over the globe, it is going to cost money—the money must come from the citizen, and when the government spends this money it will raise prices and thus bring controls."

The senator closed his address with a blast at controls in general, the large sums being spent abroad without any "gratitude" on the part of those receiving U.S. aid, and the threat of Socialist thinking on the American free enterprise system.

## Sweet Goods Production Panel

During the afternoon session March 17, under the chairmanship of Otto Berchtold, Berchtold Bakery, Westwood, N.J., first vice president of ARBA, bakers put on their aprons and went to work. New ideas in sweet yeast goods were discussed by a panel including Carl Barthel, National Yeast Corp.; Paul Busse, Anheuser-Busch, Inc.; Arthur J. Forsman, Red Star Yeast & Products Co., and Ray Thelen, Standard Brands, Inc.

The greatest need in the baking industry is for skilled craftsmen and a wide variety of eye appealing and appetizing baked foods to challenge competing foods, Mr. Thelen said. We can't have one without the other, he emphasized.

"At the present time we have three jobs for every skilled man in our industry," the speaker said—"it used to be just the opposite."

Mr. Thelen used a test board to illustrate the value of studying a job before actually starting it, as a part of a short skit designed to show the baker spectators how important it was that a new man in the baking industry be given a firm and thorough grounding in his job. "The baking industry tends to keep secrets," the speaker said, explaining that any "learner should be given a task the completion of which will give him a sense of accomplishment."

According to Mr. Forsman, the housewife offers little or no competition to the baker in sweet dough production. The proper use of fillings

and assorted toppings plus skilled craftsmanship is necessary to stimulate sweet goods sales—the public likes the variety gained by changing fillings, toppings and also will appreciate a change in style or shape of a particular product. Good variety, proper display, careful attention, and freshness will increase sales, the speaker pointed out.

A display of sweet goods and coffee cakes was set up in the meeting room together with spoons so the bakers could taste different varieties of fillings. Mr. Forsman said that the full benefit of butter is not felt when it is put directly into the sweet dough unless it is carried as far as 100% of the fat content. Use it instead, Mr. Forsman urged, in washing and glazing, fillings and toppings. If the housewife likes the baker's sweet goods she will be conditioned to like all the rest of his products, he said in closing.

Carl Barthel pointed out that Danish coffee cakes are not hard to make and that a wide range of styles can be produced from a basic Danish dough. The speaker said that better results could be obtained in most cases by carrying a little more sugar in a Danish dough, making it up 24 hours in advance and retarding. Doughs over 20 lb. should be stored in a retarding box with one shelf skipped between each pan in order to give the dough a chance to properly condition. Mr. Barthel said that he had no trouble with glazed pans for coffee cake production, having used them for two years, with good results.

In an advanced discussion of the baking industry historically, Mr. Busse urged cooperation among all bakers.

"If all bakers are good it helps all bakers—if one is bad it hurts all bakers," Mr. Busse said. He recommended a change in style to keep up with modern techniques, pointing out that it is "absolutely necessary the baker make better baked foods than the housewife herself can make."

Mr. Busse detailed a sponge sweet dough which will make a great variety of items from one dough.

Ten pounds bread flour and 5 lb. cake flour should be combined in the basic sponge together with 1 lb. powdered milk and 4½ lb. emulsified shortening or lard mixed together, handling like pie dough. The speaker said that unbleached flour would give less trouble in this particular formula than bleached.

The next step requires that 7 lb. water be combined with 2¼ lb. yolks and 4½ lb. sugar with flavor to suit. The water should be as warm as the yolks will stand. The ingredients are stirred into the water and the mixture is combined with the basic dough. Then 1½ lb. yeast and 2 lb. water are added, mixed to smoothness and let stand for three hours, punched, and let stand another 15 or 20 min-



Bernard E. Godde  
President



Otto Berchtold  
First Vice President



William F. Thie  
Second Vice President



utes. The sponge should be set at 80 to 82°.

Then add 4½ lb. sugar, 4½ lb. shortening, 5 lb. yolks, 4½ oz. salt and cream, adding the egg yolks little by little. When well creamed, add 3½ lb. flour using bread and cake flour half and half. Mix until it pulls away from the bowl, which will take approximately 15 min., and bake at approximately 375°. Mr. Busse pointed out that the larger items might be started at a temperature lower than that and brought up to this figure.

He suggested that most items would be scaled at about 1 lb.—an 8 in. coffee cake should be scaled at about 11 oz. and cup cakes 1 lb. per dozen.

The dough should be scaled into molds after greasing the hands well, Mr. Busse said, since this dough cannot be rolled.

Final feature of the afternoon session March 17 was a demonstration of cake decorating by Clement Maggia, Maggia Decorating School, Washington, D.C. Mr. Maggia arrived in the U.S. in 1909 from Italy and started as a baker's helper with hotels in New York City. He now is retired but conducts a decorating school at his Arlington, Va., home. He has won honors in international decorating competition and has prepared many cakes for presidents of the U.S.

Mr. Maggia pleaded for a general improvement in decorating art.

"A good cake deserves nothing less than a good decoration," he said.

In preliminary remarks before his demonstration of cake decorating, he said that he hoped to arouse enough interest in good decorating to improve the artistic quality of cake decorating. The aim of a cake decorator, he pointed out, should be to improve with each cake and to better his own art.

Mr. Maggia demonstrated cake decorating on a three-tier cake using a rotating decorating wheel, patented by himself, designed to rotate at any speed with a regulatory control.

E. Eric Birk, Willie's Bakery, Washington, general convention chairman, did a commentary on Mr. Maggia's career during the decorating demonstration.

## Present-day Operations and the Retail Baker

Paul M. Baker, Jenny Lee Bakery, third vice president of the association, was session chairman during the morning session March 18. He introduced William A. Quinlan, general counsel and Washington representa-

tive of the ARBA, who began his discussion of "What the National Defense Program Means to the Retail Baker" by saying that he often wondered whether any of the present members of the association would ever see the day when the Washington representative could report that there was no "emergency."

"For 20 years we have had an uninterrupted and overlapping succession of emergencies, domestic or international, real or imagined, practical or illegal, and here today we can hardly even guess when we will be without one," Mr. Quinlan said.

The speaker characterized the present national situation thus:

"It is a case of fighting fire with fire without setting ourselves on fire. It is a delicate thing. It is a middle-of-the-road course politically that has helped to bring us in less than 200 years from a few rebellious colonies to the most powerful nation in the world, and it is the course from which we must not slip despite the constantly increasing difficulties in following it." The speaker said that as individual bakers and as an industry the ARBA members will be presented with many choices in the future, one of which is the extension of the emergency control powers in the Defense Production Act of 1950, which expires June 30. Mr. Quinlan said that this particular question is the most important political and economic question in front of the industry at the present time.

The Associated Retail Bakers of America has taken a strong position that controls must be removed at the earliest practical moment, Mr. Quinlan said, so as to restore "maximum freedom to American business as to how it runs its business, and to the American wage earner and consumer as to how and when he or she works and for how much and the goods and services to work and live with."

### A Program for Controls

The speaker quoted a statement of the Retail Planning Committee, which set up a 4-point program for controls:

(1) Control authority should be reviewed annually by the Congress and in no event should the control authority be re-enacted for more than a one-year period.

(2) That if price control is to be continued all elements of costs entering into the sellers price, including wages and transportation, must also be controlled.

(3) That the method of price control at the retail level must be consistent with the customary business practices and methods which are his-

## Bernard E. Godde Reelected President of Retail Bakers

WASHINGTON — Bernard E. Godde, Godde's Pastry Shoppes, Battle Creek, Mich., was unanimously elected president of the Associated Retail Bakers of America for a second term during the group's annual convention at the Hotel Shoreham here.

Also reelected were Otto Berchtold, Berchtold Bakery, Westwood, N.J., as first vice president, and William F. Thie, Virginia Bakery, Cincinnati, second vice president. Following the resignation of Paul M. Baker, Jenny Lee Bake Shop, McKees Rocks, Pa., as third vice president because of the press of private business, Bernard Bowling, Plehn's Bakery, Louisville, was named to the post.

Trudy Schurr, Chicago, was retained as secretary, and John Moroff, Nelson's Bakery, Chicago, replaced B. E. Nehls, Nehls Bakery, Chicago, as treasurer.

The following directors were named

with terms expiring in 1955: C. R. Krause, Krause's, Inc., Minneapolis; Charles Vogel, Utica (N.Y.) Bakery; Herman Dressel, Dressel Bakeries, Chicago; L. Carroll Cole, Cole Bakeries, Inc., Muskegon, Mich., and Henry J. Karl, Karl's Bakery, Kansas City, Kansas.

The following directors' terms expire in 1954: John Benkert, Benkert Bakeries, Inc., Long Island City, N.Y.; Hugo Ebmeier, Ebmeier Bakery, Montrose, Cal.; Frank E. Gant, Quality Bakery Co., Spartanburg, S.C.; Walter Schuchardt, Forest Park Bakery, Clayton, Mo., and Charles J. Schupp, Schupp Bakery, Washington.

The terms of the following directors expire in 1953: Walter Bauer, Bauer Bakery, Brooklyn; Roy Braden, Braden's Cake Shop, Dallas; John Kornmayer, Kornmayer Pastry Shop, Council Bluffs, Iowa; D. W. Newcomb, Newcomb Baking Co., Inc., Quincy, Mass., and Joseph Vann, Vann's Pastry Shops, Milwaukee.

torical in retailing and which have been set by competition.

(4) That price control regulations must be fair and equitable between sellers and classes of sellers at all stages of the production-distribution process.

Speaking on the possibility of a tailored price regulation for the baking industry, Mr. Quinlan said that it is entirely possible that the Office of Price Stabilization regulation will be out fairly soon, and also mentioned the possibility that the order will be shorter and simpler than the draft submitted to the Baking Industry Advisory Committee.

Mr. Quinlan also predicted that bakers with an annual volume of less than \$100,000 will be given an option of coming under the new regulation or staying under the General Ceiling Price Regulation or Supplementary Regulation 80. Mr. Quinlan closed by recalling the uncertainty of the present market and the fact that inflation pressures on the nation's economy are not as bad as were expected. Concluding his discussion of OPS regulations, the speaker pointed out that "one man's prices are another man's costs," to illustrate the danger of broad and careless decontrol. Mr. Quinlan visualized no serious non-defense Washington problems except

for growth of bureaucracy.

Curtiss H. Scott, Grocers Baking Co., Louisville, and chairman of the American Bakers Assn., told the retailers that the baking industry is a big industry, but recalled that in the past it has been a weak one. "Now we are growing up," Mr. Scott said. "Individually we can be broken by those who attack our industry; individually we can do little to promote our industry, but collectively we can grow very powerful."

Mr. Scott told the retailers that the jobs of the wholesaler and the retailer are identical in the baking industry: "To conduct our businesses so that every consumer will be sold on the baking industry as an industry. It can be summed up as public relations, and in this job of public relations the retailer is the most important part, since you reflect the baking industry and the consumer's impression of our industry is gained in your shop and as long as she is serving your products to her family."

### Radio Program Praised

Mr. Scott told the retailers that when they serve in civic capacities they represent the baking industry and give a true picture of what the industry is. He told of the switch of the Bakers of America Program ad-



ON THE ARBA SCENE—"Too beautiful to cut" was the 200-lb. cake presented to Alben W. Barkley, vice president of the U.S., after he addressed the largest crowd to attend an Associated Retail Bakers of America meeting in many years. Assisting Mr. Barkley in cutting the cake above are Tony Curtis and Janet Leigh, movie notables, left, and Mrs. Irene Fisher, Favorite Bake Shop, St. Louis, named "Miss Retail Bakery Sales Girl of 1952." Baked and decorated by Clement Maggia, the creation was given by Mr. Barkley to patients at Walter Reed Hospital. The center illustration shows a portion of

the capacity crowd that attended the recent meeting at Washington's Shoreham Hotel. At the right are several of the Allied Advisory Committee which cooperated in promoting the record meeting: J. M. Eagen, Procter & Gamble, Cincinnati; Herman Englander, Merck & Co., Rahway, N.J.; B. E. Godde, Godde's Pastry Shoppes, Battle Creek, Mich. (president of the ARBA); Harvey J. Patterson, Pillsbury Mills, Inc., Minneapolis, co-chairman, and Albert Pleus, Standard Brands, Inc., New York, chairman of the ARBA allied advisory committee.



E. Eric Birk

... Convention Chairman ...

vertising to radio, saying that the program has received high praise in the short weeks it has been presented under the auspices of the bakers' promotional program.

"Everyone should cash in on this radio program since we want it to help each baker," Mr. Scott urged. "Retailers can help tremendously by promoting the program to their customers and can set the pace in organizing our industry drive."

Mr. Scott closed his discussion with a report on the establishment of "Summertime is Picnic Time," the summertime promotion the Bakers of America Program will put on this year. He urged that bakers back up their Washington representatives with letters and information, saying that all bakers must keep hammering at their representatives in order to receive complete satisfaction.

Maury L. Nee, P. J. Nee Co., Washington, followed Mr. Scott with his speech on "Retailing—the World's Greatest Business." All retailers represent a "tremendous force" in the nation, Mr. Nee said, since there are about 1,900,000 retailers employing 14,000,000 persons.

"In 1951 some 70% of the business was done in retail establishments which had an annual volume of under \$100,000 a year," he said.

The public relations phase of the retailing business has been neglected, Mr. Nee said, referring to a survey of high school students which showed that 24% was thought to be the average profit.

Saying that summer should bring

an upturn in most retail fields, Mr. Nee suggested that retail bakers do "some real hard selling," inviting women into their shops to look over production facilities, and use more and better merchandising methods.

Charles J. Schupp, Schupp's Bakery, Washington, D.C., and a director of the ARBA, was next on the program with a message urging sanitation for the success of the retail baking industry generally.

Mr. Schupp referred to the pure food and drug inspector and other government agencies, comparing his authority with that of Mrs. Consumer.

"Mrs. Consumer comes to us every day in great numbers," Mr. Schupp said. "She wears no badge but she has tremendous authority. She is the main object and purpose for which we are in business."

"Isn't it worth all the effort in cleaning, washing, scrubbing and painting and wasn't it worth getting that new and shiny equipment, not to sell her what she bought today but to sell her and her friends for life on the idea that her business is dedicated not only to give her quality products but also to insure the wholesomeness of those quality products through the cleanliness of our store and shop?" Mr. Schupp asked.

"Conscious of our part in building a strong America," Mr. Schupp said, "We enrich our products with vitamins, we buy the finest and purest of ingredients available, we have in our employ the craftsmen of our industry who produce baked products which we know are superior to those the housewife bakes herself. We spend much effort and expense on merchan-

dising and advertising, we carry insurance for just about everything but atomic explosion — but do we really attach enough importance to this all-important subject of sanitation, without which all other efforts are wasted?"

Mr. Schupp concluded his discussion by quoting the old proverb "Cleanliness is next to Godliness" and saying that this proverb could nowhere be better applied than to food and to the baking industry:

#### "Clean as a Bakery"

"The retail baking industry has the good fortune of enjoying direct consumer relations, so let's cash in on this wonderful opportunity and make sure we impress and delight Mrs. Consumer, the silent inspector, with the immaculate cleanliness of our shop so that she may come back to shop and inspect again and again until someday when she will be convinced and will coin a new phrase 'as clean as a bakery.'"

Replacing Thomas L. Awrey, Awrey Bakeries, Inc., Detroit, Mich., Mr. Baker spoke briefly on the importance of personnel in a successful retail bakery operation.

"The shop is as dead without people as a body without a soul," Mr. Baker said. "Your employees are the soul of your bakery and we must do something to make those workers like the industry and take pride in their work."

The speaker suggested that an application blank be devised by ARBA that would satisfy the needs of all bakeries. "One can find out more from an application blank of this



Charles J. Schupp

... Convention Co-chairman ...

kind than you could find out from the employee in 15 years," Mr. Baker said.

It is no longer possible to tell an employee they must do something, it is necessary to make them want to do it, Mr. Baker concluded.

## Frozen Baked Foods Command Interest

Under the session chairmanship of William F. Thie, Virginia Bakery, Cincinnati, second vice president of the association, a panel discussion was held the afternoon of March 18 on the low temperature freezing of baked and unbaked products. On the panel were Herman Dressel, Dressel Bakery, Chicago; Gordon Nash, Priscilla Bakery, St. Bernard, Ohio; Ivan Perkin, Perkin's Bakery, Silverton, Ohio. Robert M. Woods, Woods Bakery, Inc., Evanston, originally slated to appear on the program, was unable to attend.

Mr. Dressel said that fruit cake is actually improved by freezing, and detailed the method by which he would set up his whole production on an inventory basis to obviate any necessity of being affected by a 4- or 5-day week or daytime work. He said that he would bake up to the inventory required in order to cut production costs, simplify production and allow one to fill demand immediately.

Mr. Nash said that the freezing of baked products was the youngest member of the large frozen food field.

(Continued on page 62)

## ARBA Convention Sidelights

Eric Birk, Willie's Bakery, Washington, who served as general chairman of the convention, was a man who had his mind on ARBA affairs all week, completely forgetting about his local bakery business. Mr. Birk left his bakery Sunday for the convention and took with him the only key to his store's safe. For two days his employees operated the business without benefit of the safe, stashing away the day's receipts in odd corners around the bakery. Finally, on Tuesday afternoon, they could no longer find hiding places and they had to call the boss back to work to open the safe.

Clement Maggia, Maggia Decorating School, Washington, who gave a cake decorating demonstration on the

afternoon program March 17, was a professional wrestler during his early years in the U.S. His lack of size soon discouraged him in this profession, however, and he turned to the more delicate art of cake decorating to "squeeze out" a career that has made him famous as the man who has decorated fabulous cakes for many of this nation's presidents. Clement, as he prefers to be called, immigrated to this country from Italy in 1909 at the age of 16. He got his start as a baker's helper working for several New York hotels.

Tom Patterson, who is soon returning to his sales position with St. Regis Paper Co. in New York after more than a year of service with the

(Continued on page 62)



AT THE ARBA CONVENTION—One of the largest attendances chalked up by the Associated Retail Bakers of America in recent years heard F. Joseph Donohue, commissioner of the District of Columbia, welcome the ARBA to the Shoreham Hotel recently. Listening are some of the retailer's officials appearing on the opening session: B. E. Godde, Godde's Pastry Shoppes, Battle Creek, Mich., president; Trudy Schurr, Chicago, secretary, and George Chusler, Bakers Weekly, honorary director. During the second morning session,

William A. Quinlan, ARBA counsel, spoke on defense problems of retailers, and Curtiss H. Scott, Grocers Baking Co., Louisville, American Bakers Assn. chairman, discussed the retailers' part in the baking industry. Seated between the two speakers is Paul M. Baker, Jenny Lee Bake Shop, McKees Rocks, Pa., third vice president of the association, session chairman. At the right is a glimpse of the cake display, which attracted heavy crowds throughout the convention.





A SMOOTH RUNNING MILL calls for frequent doses of lubricating oil in the right spots--as well as plenty of elbow grease. Here's Bert Webster applying the oil can to a bearing on one of the grinders.



SHE'S SMILING BECAUSE of a little extra work! --starting ledger sheets for two new customers. Catherine Browne knows that new business helps the company grow and that growth can increase the net profit in which all employees share.

## Speaking of Atkinson...

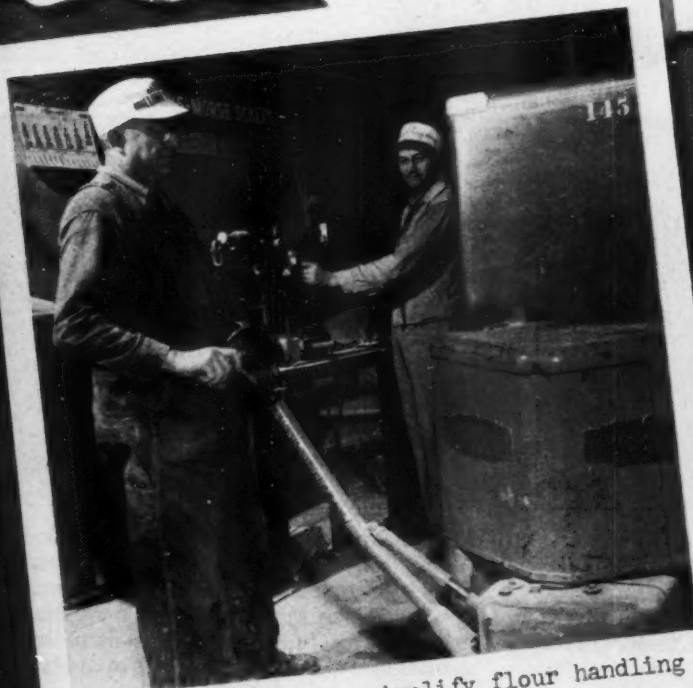
Most of us have a natural curiosity about how the "other fellow" works, what he does, the hours he keeps and so on. Here at the Atkinson office, the work day runs from 8 to 4:45, a forty hour week. The mill is almost always on the go 24 hours a day, five days a week, with three shifts turning out Bin-Aged\* flour for our customers. And by the way, if you are not a customer, we'd certainly like a chance to tell you about Atkinson flour's outstanding advantage--uniformity. Any time you say. Atkinson Milling Co., Minneapolis, Minn.



\* IT'S BIN-AGED™ REG. U.S. PAT. OFF.



OPERATING THE AMYLOGRAPH to measure the malt factor in a current run of flour, Floyd Langseth reports that it's "on the nose" for that particular Atkinson brand. For customers who want a special malt level, Atkinson mills to specification.



TREND? Tote bins do simplify flour handling and Atkinson was among the first to use them. Lawrence Wilson lowers the bin to the floor of the scale with an electric hoist while Jack Madzo adjusts the scale beam.



WITH A LAST GLANCE at the quote board, Lee Erickson is off for a round of calls on local bakers in Minneapolis. He also covers northern Wisconsin and numerous points in Minnesota. Lee is a good man to know if you want uniform flour.



## 66 Sanitarians, Students Take Part in Three-Day AIB Course

CHICAGO—First in a series of joint courses in bakery sanitation was held at the American Institute of Baking, March 7-9, for students attending the general course in session at the school, and for members of the baking industry and allied trades. A total of 66, including 30 sanitarians, from 14 states, and 36 AIB students, took part in the intensive three-day program.

Howard O. Hunter, AIB president, opened the sessions and welcomed the students. At the close of the course, presentation of the certificates was made by Dr. Robert W. English, institute director of education. Headed by Louis A. King, Jr., director of the department of bakery sanitation, the class lectures and demonstrations were given by the following members of the AIB staff: William Walmsley and Charles R. Collins of the school; Dr. Anthony G. Castellani, research bacteriologist, and sanitarians, Philip T. McDonald and Lloyd J. Salathe. Guest lecturers were Shelby T. Grey, chief of the Chicago district, U.S. Food and Drug Administration, who spoke on the legal responsibilities of bakers under the provisions of the Food and Drug Act, and Donald A. Spencer, U.S. Fish and Wild Life Service, who outlined principles of rodent baiting and trapping.

### Special Courses Planned

Recently inaugurated as a new policy, the joint courses will be held in conjunction with each 20-week general course. The next special course in bakery sanitation is scheduled at the institute Sept. 19-21. Special courses in bakery sanitation will be given in other sections of the country at the request of bakers' groups, local or state associations, production men's clubs, and other similar organizations wishing to have sanitation training courses held in their areas. Complete information may be secured by writing Louis A. King, Jr., director of the department of bakery sanitation, American Institute of Baking, 400 E. Ontario St., Chicago 11, Ill.

Following is a list of firms which sent sanitarians to the AIB course: the Petersen Oven Co., Franklin Park, Ill.; Beier Bakery, Dixon, Ill.; Alstadt & Langlas Baking Co., Waterloo, Iowa; Mill Creek Products Co., Inc., New York; Capital Bakers, Inc., Pottsville, Pa.; Maier's Bakery, Reading, Pa.; Capital Bakers, Inc., Harrisburg, Pa.; Mrs. Hackel's Bakery, Inc., Chicago; Post cereals division of General Foods Corp., Battle Creek, Mich.; Kaufmann Pastry Shoppe, Omaha; Zion (Ill.) Baking Industry; National Biscuit Co., Chicago; Ortman Bakeries, Omaha; Standard Brands, Inc., Chicago; Oswalo Jaeger Baking Co., Milwaukee; Anheuser-Busch, Inc., St. Louis; Hecht's Bakery, Inc., Bristol, Tenn.; the Cream Cone Machine Co., Columbus, Ohio; Wagner Baking Corp., Chicago; Purity Bakeries, Chicago, and Continental Baking Co. in Gary, Ind., Chicago, Oklahoma City and Memphis.

### AIB Alumni Meet

Dr. English, in addressing the 150 alumni and guests present at the annual dinner meeting of the American Institute School of Baking Alumni Assn. held March 4 at the Edgewater Beach Hotel in Chicago, had as his subject: "Education—An Ingredient

in Every Baker's Dough." He spoke of education as a process of learning of growth, of development, and as the acquisition of knowledge and skills, and the modification of attitudes. He emphasized the point that education and schooling were not synonymous.

During the annual business session, held as a part of the meeting, the following officers were elected:

President, Charles DeBrower, Chicago; first vice president, Herbert Dörner, Chicago; second vice president, Greg Harrison, Montreal; third vice president, Roy Eachon, Spokane, and secretary-treasurer, Charles Ulie, Chicago.

The following members were appointed to serve on the board of directors: Charles DeBrower, Richard Rohwedder, Herbert Dörner, Charles Ulie and Pete Milroy—all with terms expiring March, 1953; Joseph Dix—term expires March, 1954; Evert Kindstrand—term expires March, 1955, and Kenneth Ochenschlager—term expires March, 1956.

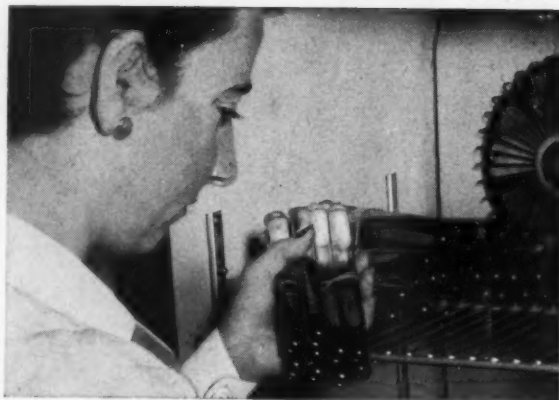
## JOSEPH HAYDEN IN NEW STANDARD BRANDS POST

MILWAUKEE — The transfer of Joseph M. Hayden, area manager for Standard Brands, Inc., in Milwaukee since 1946, to the West Coast has been announced, along with the appointment of Alfred C. Hayden as his successor here.

Joseph Hayden has been with the firm for 16 years, working in North and South Dakota, Minnesota, Iowa and Missouri. As of March 1 he will headquarter in San Francisco. While in Milwaukee he was active in the Wisconsin Flour & Bakers Allied

# ONE POUND OR A THOUSAND...

*This is your  
"Miracle Ingredient"*



**Birth of a "Miracle."** Tiny yeast cells fed in test tubes (above) bud, divide and multiply so rapidly, that their "families" must move into huge stainless steel vats in a matter of hours! When busily at work in your dough, a single pound of this vigorous yeast lifts 90 times its own weight!



**Measuring the Miracle's Work.** Sample loaves are baked from each batch of yeast produced. Loaves must meet rigid standards... the "Miracle Ingredient" must perform perfectly to pass. Above, loaves are being carefully tested for volume by displacement. Only the best by test are approved.

Make it better...sell more of it  
with **FLEISCHMANN'S**



Trades Assn., serving as vice president in 1951.

A. C. Hayden comes to Milwaukee from Fond du Lac. He has been with the firm for 21 years, in Oshkosh and Fond du Lac. He is not related to Joseph Hayden.

—BREAD IS THE STAFF OF LIFE—

### NEW YORK RETAILERS SET JUNE 15-19 CONVENTION

NEW YORK—The New York State Assn. of Manufacturing Retail Bakers, Inc., has announced that its 1952 convention and exhibition will be held at the Hotel Statler here June 15-19.

Joint hosts for the convention will

be the Queens Master Bakers Assn. and the Associated Retail Bakers of Queens, with their presidents, Fritz Schmidt, Steinway Bake Shop, Astoria, and Leo Fischer, Fischer Bakery, Corona, heading the convention committee. Julius Busch, Federal Yeast Corp., secretary of the Queens Master Bakers, is general secretary to the committee.

The feature of the convention will be the "Modern Age Retail Baker Exhibit." According to the announcement, "the most recent and interesting developments in bakery equipment, shop furnishings and baking aids will be displayed by a large

number of manufacturers who have already made their plans to attend."

—BREAD IS THE STAFF OF LIFE—

### NAMED TO BOARD

WILMINGTON, DEL. — Atlas Powder Co., Wilmington, has announced the election of William J. Wiley to the board of directors and to the office of financial vice president. Mr. Wiley, who will assume his duties as vice president on April 1, now lives in Radnor, Pa. For the past four years he has been vice president in charge of production for Stephen F. Whitman & Son, confectionery manufacturers.

## AIB Students Have Varied Backgrounds

CHICAGO—Former graduates and the baking industry press were the two factors which influenced most of the 36 members of class 61 to enroll at the American Institute School of Baking for the general course which opened recently. Although these men represent 288 years of combined experience in the baking industry, they have indicated that the courses offered at the institute will give them the means of upgrading themselves and of increasing their value to the industry.

The students of this 61st class are from retail and wholesale bakeries, from specialty shops and from the allied trades of the baking industry. The military forces are represented by two officers, a lieutenant in the marines and a warrant officer in the quartermaster corps. There is a baker from a Canadian logging firm's camp; a man who for two years was a baker on a submarine; and there are production foremen, machine operators and bench workers.

Educationally as well as industrially, the students represent a wide range of background as they have had college education, university training or have come from vocational and technical schools.

The regular staff of the school is giving the instruction, with members of the laboratory and sanitation departments of the institute giving part of the lectures.

—BREAD IS THE STAFF OF LIFE—

### LEROY KULLA TO HEAD ST. LOUIS BAKERS GROUP

ST. LOUIS—More than 141 members of the St. Louis Master Bakers Assn. were on hand recently at the Towne Hall to take part in the association's annual election.

The following officers were elected to serve the association: Leroy Kulla, Kulla Bake Shop, president; Richard Sattler, Sattler Bakery, first vice president; George Eipper, Eipper Bakery, second vice president; John Wessel, Ladies Home Baking Co., secretary; Armin Schwarz, Jr., Armin's Pastries, financial secretary, and Edwin Schmidt, Schmidt Bros. Bakery, treasurer.

To serve for one year as trustee, Charles Obert, Charles Obert, Jr. Bakery, was elected; for two years, Ed Knaus, Knaus', and for three years, Albert Hauser, Hauser Bake Shop. Herb Werner, the retiring president, was given a watch in token of the members' esteem.

—BREAD IS THE STAFF OF LIFE—

### LYNCH CORP. OPENS 2 DISTRICT OFFICES

ANDERSON, IND. — The Lynch Corp. of Anderson has announced the opening of a southern district office at 1033 Peachtree St., in Atlanta, Ga., and a midwestern district office at 506 S. Wabash Ave., Chicago.

The southern district will be under the management of B. J. Scholl, and he will be assisted by R. W. Graf, sales and service engineer. B. D. Berk will be in charge of the midwestern office, assisted by F. G. Lenhart, also a sales and service engineer.

—BREAD IS THE STAFF OF LIFE—

### EXPANSION PLANNED

NEW YORK—H. G. Dorney, director of production for the National Biscuit Co., New York, has announced that the firm's plant in Denver may be enlarged with the addition of one or two new ovens.



A new "miracle" going to work for you is Warner Bros.' new documentary film, "Land of Everyday Miracles," featuring Enriched Bread. Ask your Fleischmann man for the special merchandising plan that ties this Technicolor tribute to the Baking Industry to you. Another Fleischmann Service!



"Another miracle ingredient for sales success is Fleischmann's Service," says this baker. "It helps me to bake better and sell more baked goods to more people!" Why don't you start enjoying the benefits of Fleischmann's more than 80 years of service to bakers? Ask your Fleischmann man!

# YEAST

*Fermentation is our business*



# Bag Type Cookies

## Tea Cookies

*Dixie Wafers*

*Walnut Rings*

*Lady Fingers*

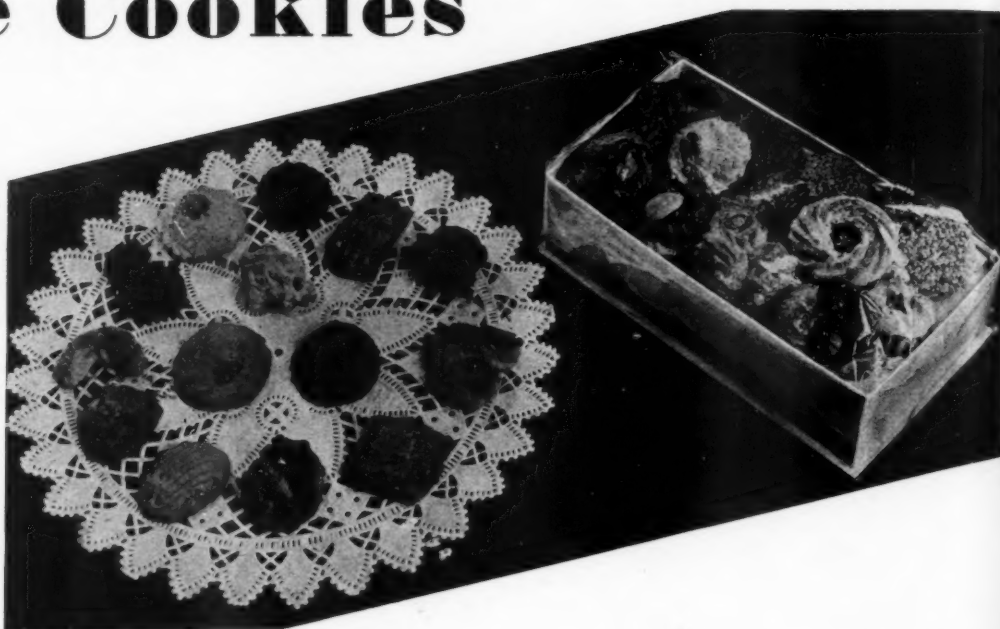
*Fruit Jumbles*

*Almond Snaps*

*Butter Delights*

*Spice Nut Drops*

*Peanut Macaroons*



### BROWN SUGAR COOKIES

**Cream together:**  
1 lb. 12 oz. brown sugar  
8 oz. shortening  
8 oz. butter  
1½ oz. salt  
2 oz. soda

**Add:**  
1 lb. 4 oz. good molasses

**Stir in:**  
6 oz. whole eggs

**Mix together and add:**  
8 oz. cake crumbs  
1 lb. water

**Then sift and mix in:**  
4 lb. 8 oz. cake flour

Drop out with a cookie bag using a No. 8 or No. 9 plain round tube, on lightly greased pans. Bake at about 375° F.

### DIXIE WAFERS

**Cream together:**  
1 lb. 8 oz. granulated sugar  
6 oz. shortening  
6 oz. butter  
¼ oz. salt  
Vanilla to suit

**Add gradually:**  
8 oz. whole eggs

**Stir in:**  
8 oz. melted bitter chocolate

**Add and mix in:**  
10 oz. cake flour

**Stir in:**  
8 oz. chopped pecans

Drop out on lightly greased pans using a No. 8 plain tube and canvas bag. Flatten the tops and then bake at about 340° F. on double pans.

**Note:** Do not overbake as this ruins the flavor. If desired, place a whole pecan on the top of the cookies before baking them.

### COCOA-MALT COOKIES

**Cream together:**  
2 lb. 8 oz. powdered sugar  
8 oz. malt syrup  
1 lb. shortening  
1 oz. salt  
6 oz. cocoa  
¼ oz. soda

**Add:**  
5 oz. whole eggs

**Stir in:**  
3 lb. milk

**Sift together and add:**  
4 lb. cake flour  
¾ oz. baking powder

**Then add:**  
1 lb. fine chopped nuts  
Bag out on lightly greased and

Cookies of all types represent a large market. They are enjoyed by nearly everyone, especially the youngsters. Well made, delicious cookies—a wholesome food—help to fill the needs of Mrs. Housewife's daily menu. A variety of bag type cookies, well displayed in the show windows, will entice customers into the bakery. Using good salesmanship, the employees in the store can suggest other products and thereby increase sales. The formulas cover a wide range of bag type cookies, permitting many changes to tempt your customer's appetite. Bag type cookies are generally made on the small or dainty side. Because of this, they must be closely watched during baking. They are readily overbaked, producing a scorched flavor. It is important when making these cookies that they are of uniform size. Freshness is of the utmost importance. The topping of these cookies may be varied by the individual baker. This will give him an opportunity to use his own ingenuity. When doing this, somewhat more labor is required but it will pay dividends.

dusted pans to desired size. Bake at about 360° F.

### CHERRY BUTTER COOKIES

**Cream together:**  
2 lb. 4 oz. granulated sugar  
2 lb. butter  
Vanilla to suit

**Add:**  
1 lb. 2 oz. whole eggs

**Mix in:**  
3 lb. cake flour

Run out into various shapes on lightly greased and dusted pans using a star tube. Place a half-glazed cherry on each cookie and bake at about 360° F.

### CHERRY KISSES

**Boil to 242° F.:**  
6 lb. granulated sugar  
1 lb. 8 oz. water

Pour this slowly into the following beaten mass:

**Beat light:**  
2 lb. egg whites  
¼ oz. salt  
¼ oz. cream of tartar

**Add gradually:**  
1 lb. granulated sugar  
Continue beating until cool.

**Then fold in carefully:**  
2 lb. fine chopped glazed cherries  
1 lb. fine chopped pecans

Drop out on lightly greased and dusted pans. Bake at about 275° F. on double pans.

### CHERRY NUT WAFERS

**Cream together:**  
1 lb. 8 oz. granulated sugar  
2 lb. butter

**Add:**  
8 oz. whole eggs  
Vanilla to suit

**Sieve together and mix in until smooth:**

2 lb. cake flour  
1 oz. baking powder

Run out with a canvas bag, using a No. 8 plain round tube, on lightly greased and dusted pans. Sprinkle the tops of the wafers with the following mixture.

**Mix together:**  
2 lb. chopped cherries  
1 lb. chopped pecans  
12 oz. granulated sugar

Bake the cookies on double pans at about 375° F.

### ALMOND FINGERS

**Cream together:**  
2 lb. 4 oz. granulated sugar  
1 lb. shortening  
8 oz. butter  
1 oz. soda  
1¼ oz. salt

**Add gradually:**  
8 oz. whole eggs

**Mix together and add:**  
1 lb. molasses  
14 oz. water

**Sift together and mix in until smooth:**

3 lb. 12 oz. cake flour  
¼ oz. cinnamon  
½ oz. cream of tartar  
¾ oz. ginger

**Then mix in:**  
1 lb. 12 oz. chopped almonds  
Deposit on lightly greased pans, using a canvas bag and No. 7 plain round tube, into fingers about 2½-3 in. in length.

Allow to dry for a few minutes and flatten out. Wash with an egg wash and bake at about 370° F.

**Note:** If desired, a whole or half

blanched almond may be placed on each cookie before baking them. These cookies spread quite a bit so allow plenty of space on the pans.

### HONEY COCONUT BARS

**Cream together:**  
1 lb. 8 oz. granulated sugar  
1 lb. shortening  
¼ oz. salt  
¾ oz. soda  
Vanilla to suit

**Add gradually:**  
1 lb. whole eggs

**Stir in:**  
8 oz. honey

**Stir in:**  
8 oz. milk

**Sift together and add:**  
3 lb. pastry flour  
¾ oz. baking powder

**Then add and mix in until smooth:**  
1 lb. 4 oz. macaroon coconut

Bag out on greased and dusted pans using a flat star tube. Make the bars about 3½ in. long. Allow the bars to set around for 4 or 5 hours before placing them in the oven. Bake at 360° F.

### BUTTER COOKIES

**Mix together:**  
5 lb. cake flour  
1 lb. 12 oz. shortening  
1 lb. 12 oz. butter  
10 oz. honey  
10 oz. milk solids (nonfat)  
¼ oz. salt  
Vanilla to suit

**Beat together and fold into above mixture:**

1 lb. 4 oz. egg whites  
1 lb. 8 oz. granulated sugar

Deposit in desired shapes using a canvas bag and star tube, on lightly greased and dusted pans. Bake at about 360° F.

### PEANUT MACAROONS

**Rub together:**  
4 lb. 8 oz. granulated sugar  
1 lb. 8 oz. kernel paste  
¾ oz. salt  
6 oz. flour

**Add:**  
12 oz. egg whites

**Mix in thoroughly:**  
4 lb. 8 oz. ground roasted peanuts

**Then add and mix in until smooth:**  
12 oz. egg whites  
6 oz. water

Deposit on greased and dusted pans and bake at about 350° F.



**CHOCOLATE PECAN COOKIES****Cream together until smooth:**

- 1 lb. granulated sugar
- 8 oz. brown sugar
- 1 lb. 8 oz. shortening
- 8 oz. butter
- $\frac{3}{4}$  oz. salt
- 1 lb. 8 oz. pastry flour
- 8 oz. melted chocolate
- 2 lb. ground pecans

**Then beat light and mix into the above:**

- 1 lb. egg whites
- 8 oz. granulated sugar
- Vanilla to suit

Run out with a cookie bag using a plain No. 8 or No. 9 tube, on lightly greased and dusted pans. Bake carefully at about 380° F.

**HONEY OATMEAL COOKIES****Cream together:**

- 3 lb. brown sugar
- 1 lb. butter
- 1 lb. shortening
- 1 lb. ground pitted dates
- 1 oz. soda
- $\frac{1}{4}$  oz. cinnamon
- 1 oz. salt

**Add:**

- 12 oz. whole eggs

**Stir in:**

- 1 pt. honey

**Add:**

- 8 oz. milk

**Stir in:**

- 1 lb. fine chopped walnuts
- 1 lb. 8 oz. oatmeal

**Add and mix in:**

- 2 lb. 8 oz. pastry flour
- 8 oz. graham flour
- $\frac{1}{2}$  oz. baking powder

Drop, by bag, on greased and dusted pans. Bake at about 350° F. using double pans.

**LADY FINGERS****Beat until light:**

- 2 lb. whole eggs
- 2 lb. granulated sugar
- $\frac{1}{2}$  oz. salt

**Add:**

- Flavor to suit

**Then sieve, add and mix in carefully:**

- 2 lb. cake flour

Run out with a small round tube, on paper, about 3 $\frac{1}{2}$  in. long. Sieve powdered sugar on top. Shake the excess sugar off and bake on double pans at about 410-420° F. Remove the papers from the pans as soon as the lady fingers are baked, in order to prevent excessive drying out.

**FRUIT JUMBLES****Cream together:**

- 2 lb. 8 oz. sugar
- 2 lb. shortening
- $\frac{1}{4}$  oz. salt
- 1 oz. soda
- $\frac{3}{4}$  oz. cinnamon
- 1 lb. 8 oz. ground raisins

**Add gradually:**

- 8 oz. eggs.

**Stir in:**

- 1 lb. 6 oz. milk

**Sift and mix in:**

- 4 lb. cake flour

Run out in jumble shape on lightly greased and dusted pans using either star or plain round tube. Bake at about 375° F.

**FANCY MACAROONS**

- 2 lb. 8 oz. almond paste
- 1 lb. 8 oz. powdered sugar
- 1 lemon (rind and juice)
- 1 oz. butter
- $\frac{1}{2}$  pt. egg whites
- 2 tablespoons water

**Procedure:**

Mix the same as for almond macaroons. Run out in various shapes on papered pans, using a canvas bag and a No. 5 star tube. Decorate with al-

monds, nuts, glazed cherries, etc. Allow the macaroons to dry for about 24 hours. Bake on double pans at about 325° F. Remove from the pans as soon as baked. Glaze the macaroon with a glucose glaze.

**Glucose Glaze****Bring to a good boil:**

- 1 qt. glucose
- 1 pt. water

Use the glaze while it is warm.

**OATMEAL COOKIES****Cream together for about 5 min.:**

- 1 lb. 12 oz. granulated sugar
- 12 oz. brown sugar (sifted)
- 1 lb. shortening
- 1 oz. salt
- $\frac{1}{2}$  oz. cinnamon
- Vanilla to suit

**Add and stir in:**

- 12 oz. invert syrup or honey

**Dissolve and add:**

- $\frac{1}{2}$  oz. soda
- 1 lb. water (cold)

**Add and stir in:**

- 1 lb. 12 oz. steel cut oatmeal

**Then mix in:**

- 2 lb. 12 oz. pastry flour

Dress out on lightly greased pans, about the size of a silver dollar, using a canvas bag and a No. 8 plain round pastry tube.

Flatten the cookies with an article having a flat surface such as a small round can, covered with a damp cloth. Wash with an egg wash and bake at about 375° F.

**OATMEAL BANANA COOKIES****Cream together:**

- 3 lb. 4 oz. granulated sugar
- 2 lb. 4 oz. shortening
- $\frac{1}{4}$  oz. salt
- $\frac{3}{4}$  oz. soda
- $\frac{1}{4}$  oz. nutmeg
- $\frac{1}{4}$  oz. cinnamon

**Add and mix in:**

- 3 lb. 8 oz. ripe bananas

**Add gradually:**

- 1 lb. 4 oz. whole eggs
- Vanilla to suit

**Then add and mix in:**

- 1 lb. 8 oz. oatmeal
- 12 oz. chopped pecans or Brazils

**Add and mix in:**

- 2 lb. pastry flour
- 1 lb. 4 oz. bread flour

Drop out on lightly greased and dusted pans. Bake at about 375° F. on double pans.

**Note:** Be sure to mash the bananas thoroughly before adding them to the mix.

**STAR TUBE BUTTER COOKIES****Cream together:**

- 1 lb. powdered sugar
- 2 lb. 8 oz. butter

**Sieve and mix in smooth:**

- 3 lb. bread flour

**Then add:**

- 9 oz. egg yolks
- Vanilla to suit

Run out the cookies on lightly greased and dusted pans using a canvas bag and a No. 5 star tube. Make



into various shapes and place a cherry or nut on each cookie. Bake at about 360° F. on double pans.

**TEA COOKIES****Break up and smooth out in a mixing bowl:**

- 1 lb. 8 oz. almond or kernel paste
- Add alternately, creaming well:**
- 1 lb. 4 oz. powdered sugar
- 2 lb. 4 oz. butter
- 10 oz. eggs (whole)

**Sieve and add:**

- 3 lb. cake flour

Run out in various shapes using a small star tube on lightly greased and dusted pans. Decorate each cookie with a piece of cherry, citron or nuts. Bake lightly on double pans.

**CHERRY BUTTERSCOTCH JUMBLES****Cream together:**

- 2 lb. brown sugar
- 3 lb. butter
- 2 lb. shortening
- $\frac{1}{2}$  oz. salt
- Vanilla to suit

**Add gradually:**

- 1 lb. 4 oz. whole eggs

**Mix in:**

- 2 lb. 8 oz. fine ground glazed cherries

**Then mix in:**

- 6 lb. bread flour

Run out on lightly greased pans in jumble shape, using a star tube.

Place one half glazed cherry in the center of each jumble. Bake at about 360° F.

**BUTTER WAFERS****Cream together:**

- 1 lb. 8 oz. granulated sugar
- 2 lb. butter

**Add:**

- 7 oz. whole eggs
- Vanilla to suit

**Sift together and mix in:**

- 2 lb. cake flour
- 1 oz. baking powder

Run out on lightly greased and dusted pans, using a No. 8 plain round tube. Bake at about 360° F.

**BUTTER DELIGHTS****Cream together:**

- 1 lb. 8 oz. granulated sugar
- 1 lb. 12 oz. butter
- 1 lb. 4 oz. shortening
- $\frac{3}{4}$  oz. salt
- Vanilla to suit

**Add gradually:**

- 1 lb. 8 oz. whole eggs

**Sift, add and mix until smooth:**

- 4 lb. 8 oz. cake flour

Run out into various shapes, using a canvas bag and star tube on lightly greased and dusted pans. Decorate the tops with cherries, nuts, candied peels and angelica. Bake at about 375° F.

**ALMOND SNAPS****Cream together:**

- 2 lb. granulated sugar
- 8 oz. butter
- 8 oz. shortening
- $\frac{1}{2}$  oz. salt
- 5 oz. malt
- $\frac{1}{4}$  oz. soda
- Vanilla to suit

**Add gradually:**

- 10 oz. whole eggs

**Stir in:**

- 8 oz. milk

**Sift together, add and mix in until smooth:**

- 3 lb. cake flour
- $\frac{1}{4}$  oz. baking powder

**Then stir in:**

- 1 lb. chopped almonds

Deposit on lightly greased pans, using a canvas bag, about the size of a half dollar, allow to dry slightly and then flatten out. Wash with an egg wash and bake carefully at about 375° F.

**ALMOND DELIGHT WAFERS****Cream until light:**

- 2 lb. 12 oz. granulated sugar
- 1 lb. 8 oz. shortening
- $\frac{3}{4}$  oz. salt
- Vanilla to suit

**Add gradually:**

- 1 lb. whole eggs

**Stir in:**

- 14 oz. melted bitter chocolate

**Sift and mix in:**

- 1 lb. 2 oz. cake flour

**Then stir in:**

- 1 lb. chopped almonds

Deposit on lightly greased pans, using a canvas bag and plain round tube, about the size of a silver dollar. Flatten out and then bake at about 340° F.

**Note:** Bake carefully, as the flavor is easily ruined by overbaking.

**HONEY ORANGE NUT COOKIES****Cream together:**

- 1 lb. 8 oz. granulated sugar
- 1 lb. butter
- 8 oz. shortening
- $\frac{1}{2}$  oz. soda
- $\frac{1}{2}$  oz. salt
- $\frac{3}{4}$  oz. cinnamon

**Add gradually:**

- 12 oz. whole eggs

**Stir in:**


- 3 lb. flour
- 4 oz. baking powder

**Then add:**

- 1 lb. ground glazed orange peel
- 8 oz. ground pecans
- 8 oz. honey

Drop out on lightly greased and dusted pans using a cookie bag and plain tube. Bake at about 380° F.

**Note:** The orange peel, ground pe-



**Technical  
Editor**

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**A. J. Vander Voort**

cans and honey should be mixed together and soaked for about 30 min. before adding them to the dough.

#### COCOA-NUT COOKIES

##### Cream together:

1 lb. 8 oz. granulated sugar  
8 oz. shortening  
8 oz. butter  
 $\frac{1}{2}$  oz. salt  
 $\frac{1}{2}$  oz. soda  
12 oz. ground raisins (seeded)

##### Add:

6 oz. whole eggs

##### Stir in:

1 lb. milk  
Vanilla to suit

##### Sift together, add and mix in until smooth:

1 lb. 10 oz. pastry flour  
4 oz. cocoa

##### Then mix in:

8 oz. chopped walnuts  
6 oz. fine ground orange peel  
Deposit on lightly greased and dusted pans. Bake carefully at about 350° F.

#### ALMOND STARS

##### Break up and smoothen out in a mixing bowl:

1 lb. 8 oz. almond paste

##### Add alternately, creaming well:

1 lb. 4 oz. powdered sugar

2 lb. 4 oz. butter

##### Then add:

6 oz. whole eggs

##### Sift and mix in:

3 lb. cake flour

Drop out in star shape on lightly greased and dusted pans, using a cookie bag and star tube. Place a blanched almond in the center of each cookie. Bake on double pans at about 375° F.

#### SPICE NUT DROPS

##### Cream together:

2 lb. 4 oz. brown sugar

8 oz. butter

8 oz. shortening

1 oz. soda

$\frac{1}{2}$  oz. salt

$\frac{1}{4}$  oz. cinnamon

$\frac{1}{4}$  oz. ginger

$\frac{1}{2}$  oz. allspice

##### Add:

1 lb. canned pumpkin

##### Stir in:

12 oz. milk

##### Sift and add:

2 lb. 8 oz. pastry flour

##### Mix in:

1 lb. chopped walnuts

Drop out on lightly greased pans, using a cookie bag and plain tube. Bake at about 400° F.

#### WALNUT RINGS

##### Cream together:

1 lb. 8 oz. granulated sugar

8 oz. butter

4 oz. shortening

$\frac{1}{2}$  oz. salt

Vanilla to suit

##### Add gradually:

8 oz. whole eggs

##### Stir in:

1 lb. milk

##### Sift together, add and mix in until smooth:

2 lb. cake flour

6 oz. cocoa

1  $\frac{1}{2}$  oz. baking powder

Run out in ring shape, using a cookie bag and plain tube, on lightly greased pans. Sprinkle chopped walnuts on top. Turn the pans over to shake off the surplus walnut pieces. Bake at about 375° F.

#### VANILLA WAFERS

##### Cream together:

1 lb. 4 oz. granulated sugar

10 oz. butter

$\frac{1}{4}$  oz. salt

Vanilla to suit

##### Add gradually:

12 oz. whole eggs

##### Stir in:

12 oz. milk

##### Sift together, add and mix in until smooth:

1 lb. 12 oz. cake flour

1 oz. baking powder

Drop out on lightly greased and dusted pans, using a No. 6 or No. 8 plain round tube. Bake at about 360° F.

#### WALNUT WAFERS

##### Cream together until light:

3 lb. granulated sugar

1 lb. 8 oz. shortening

$\frac{1}{4}$  oz. salt

Vanilla to suit

##### Add gradually:

1 lb. 2 oz. whole eggs

##### Stir in:

1 lb. melted bitter chocolate

##### Add and mix in until smooth:

1 lb. 2 oz. cake flour

##### Stir in:

1 lb. chopped walnuts

Deposit on lightly greased pans using a canvas bag and a No. 8 or 9 plain round tube. Flatten the wafers before baking. Bake at about 340° F.

#### LEMON WAFERS

##### Cream together:

1 lb. 4 oz. sugar (powdered)

14 oz. shortening

$\frac{1}{4}$  oz. salt

Lemon flavor to suit

##### Add gradually:

8 oz. whole eggs

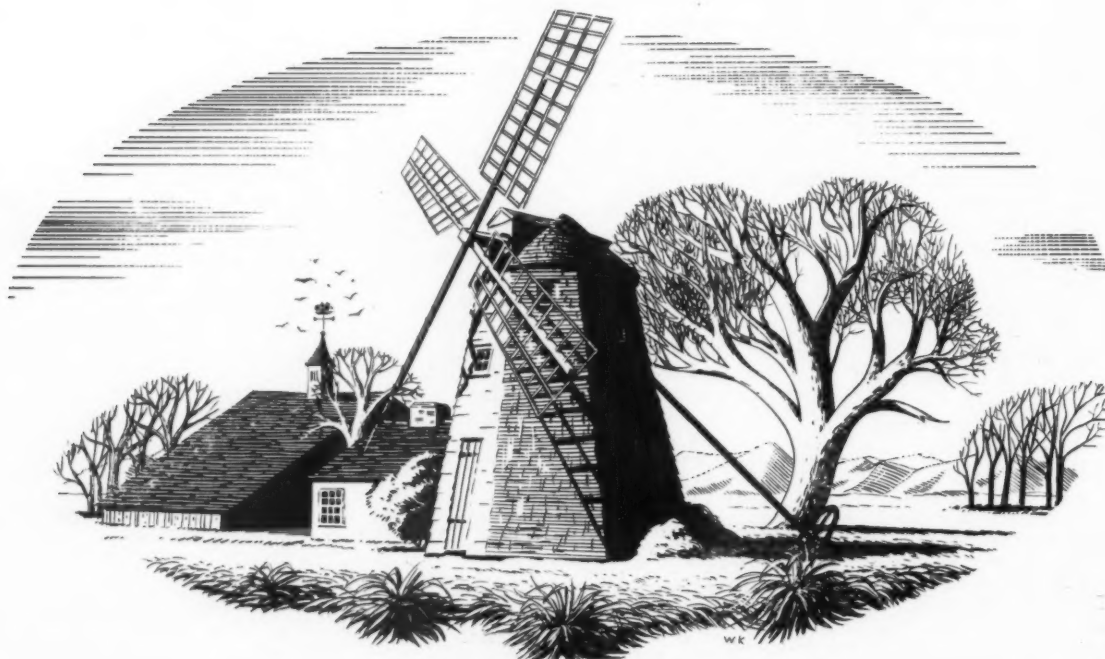
##### Sift together and mix in until smooth:

1 lb. 6 oz. cake flour

$\frac{1}{2}$  oz. baking powder

Run out on lightly greased and dusted pans, using a No. 6 or No. 8 plain round tube. Bake on double pans at about 375° F.

## How to make good food better



To the old-fashioned miller came many grains—wheat, corn, oats, rye—to be ground into flour. Modern milling practice loses some of the nutritional benefits present in Nature's wheat because of consumers' demand for patent flour and for white bread and rolls. How sensible it is

that you restore valuable health-giving vitamins and minerals through enrichment. Your achievement in making your good foods better by this simple process of enrichment has the support of qualified authorities—physicians, nutritionists, dietitians, and of consumers themselves.

*keeping faith with nature*

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VITAMINS FOR ENRICHMENT

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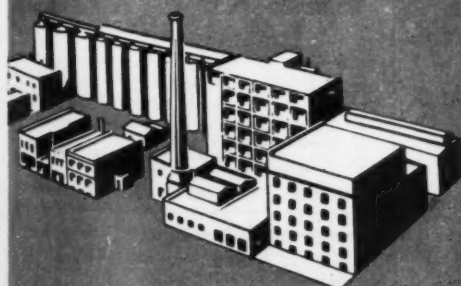
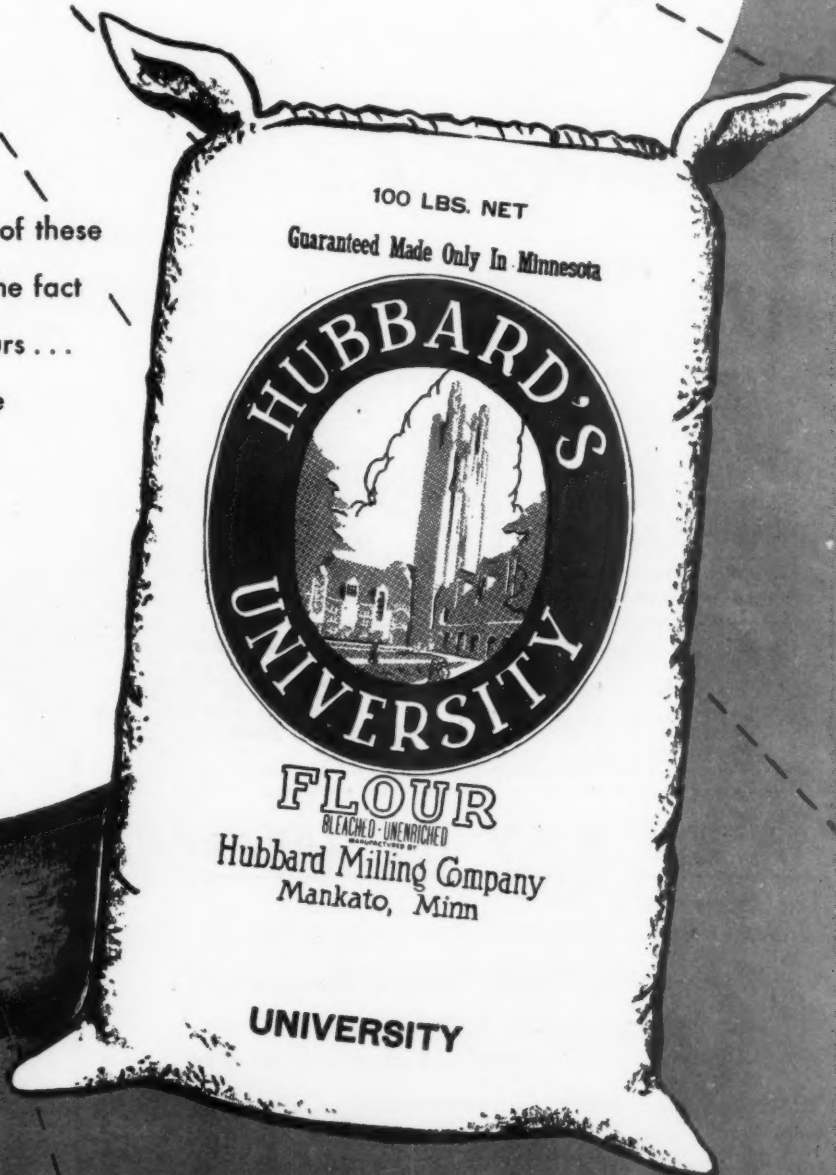
# HIGHER QUALITY

## in LOWER-PROTEIN FLOURS

Tops in the lower-protein field . . . UNIVERSITY,  
HUBBARD'S SPECIAL, and ATHLETE . . .  
three fine Hubbard flours that are truly superior.

Part of the superiority of these  
mellow-type flours lies in the fact  
they are true Spring-wheat flours . . .  
the balance lies in the fact they are  
Hubbard flours.

*There's a fine Hubbard flour  
to meet your every need!*



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MANKATO, MINNESOTA • AMBRIDGE, PENN.



*high altitude spring wheat—plus four generations of milling experience—plus a modern mill—result in TRISCO flour—for bakers who want a mellow-type flour of superior quality.*

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Plain and Self-Rising  
A Flour Without Equal  
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Plain and Self-Rising

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Family Flour De Luxe

**THE CRETE MILLS**  
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Flours and Grain

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## CODING AND MARKING

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## "Common Sense" in Dieting

# Bread in Diet Approved in Dr. Ruth M. Leverton's New Book

"Food Becomes You," a popular new foods and nutrition book by Dr. Ruth M. Leverton, is of some interest to bakers.

Dr. Leverton, director of human nutrition research at the University of Nebraska, directed the research on the "Common Sense Weight Reduction" diet, sponsored and distributed by the Wheat Flour Institute. Enriched bread was included in each meal.

Clever three-color illustrations make this popularly-written book appealing. This book is written and designed for the average housewife. It is a fitting and authoritative answer to the widely circulated crackpot notions expressed in the current wave of food faddism. Diets in the book include enriched flour and bread-stuffs. It is a "common sense" answer to food faddism, just as Dr. Leverton's weight reduction diet provided a refreshingly "common sense" answer to diet fads. Food Becomes You will also be valuable to students, nutritionists, public health workers and physicians.

The work has convenient calorie charts and shows nutritive value in a new easy table called the "Percentage Counter." Separate chapters are devoted to the importance of weight, to losing weight and to gaining weight, to the needs of the expectant mother and the nursing mother. Daily diets are also outlined for men, women and for adolescent boys and girls. Food fads and food habits are discussed and the chapter on food costs is especially timely.

"Food Becomes You" is a handsome book. Illustrated by David Seyler of the art department of the University of Nebraska, its many colored illustrations give the book a delightful touch that such interesting subjects as food deserve. The baking in-

dustries hopes it will be an effective weapon in the fast growing crusade against food fads. "Food Becomes You" will appeal to the mind and figure and the eye of the reader, it is felt. The book is available from the University of Nebraska Press, Lincoln, Neb., and book stores. The cost is \$3.50.

—BREAD IS THE STAFF OF LIFE—

## ILLINOIS PRODUCTION GROUP NAMES OFFICERS

BLOOMINGTON, ILL.—Two bakery production clubs, the Southern Illinois Bakery Production Club, and the Central Illinois Bakery Production Club, have been organized for the bakers of the state under the guidance of the Illinois Bakers Assn.

Officers for the southern group are: President, Louis Hauck, Master Bread Co., Mt. Vernon; first vice president, John Grubbs, Table Pride Bakery, West Frankfort; second vice president, Dominic Donini, Anheuser-Busch, West Frankfort; and temporary secretary-treasurer, Thelma E. Dallas, secretary of the Illinois Bakers Assn.

The central Illinois group has the following officers: President, Harold Budde, Purity Baking Co., Decatur; first vice president, Earl Baker, Midland Baking Co., Peoria; second vice president, E. L. Hunter, Wesson Oil, Peoria; secretary-treasurer, Ray Lewis, J. T. Shufitowski Co., Peoria. Members of the executive committee are: Ralph Melvin, Melvins Bakery, Peoria, and Sherman Dobbins, Dobbins Bakery, Canton.

Both clubs have had one program meeting each, with M. J. Swortfiguer, Kroger Co., St. Louis, as speaker. Mr. Swortfiguer gave illustrated talks on "White Bread Dough Development."

The southern group is scheduled to meet the last Tuesday of every other month. The next meeting will be March 25 at West Frankfort. The central group will meet the third Tuesday of every month, with its next regular meeting March 18 at Champaign.

## GARLAND MILLS

INC.

GREENSBURG, INDIANA

Cake, Cracker and Family Flours

## ARNOLD

...of...

## STERLING

Mills and Sells

## "Thoro-Bread"

(Diastatically Balanced)

A very fine, strong, altogether uniform and dependable flour

**ARNOLD MILLING CO.**  
STERLING, KANSAS

## The Wamego Milling Co.

WAMEGO, KANSAS

Millers of Kansas Hard Wheat Flour

HIGH CLASS BROKERAGE  
CONNECTIONS DESIRED

## Super Chief

High Protein Flour

**GREEN'S MILLING CO.**

Morris, Minn.

## "RUSSELL'S BEST"

"AMERICAN SPECIAL"

Our mill is located in the high protein wheat district of central western Kansas, and secures most of its wheat directly from growers.

**RUSSELL MILLING CO., Russell, Kansas**

Buy and Sell  
Through

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**THE AMERICAN BAKER**

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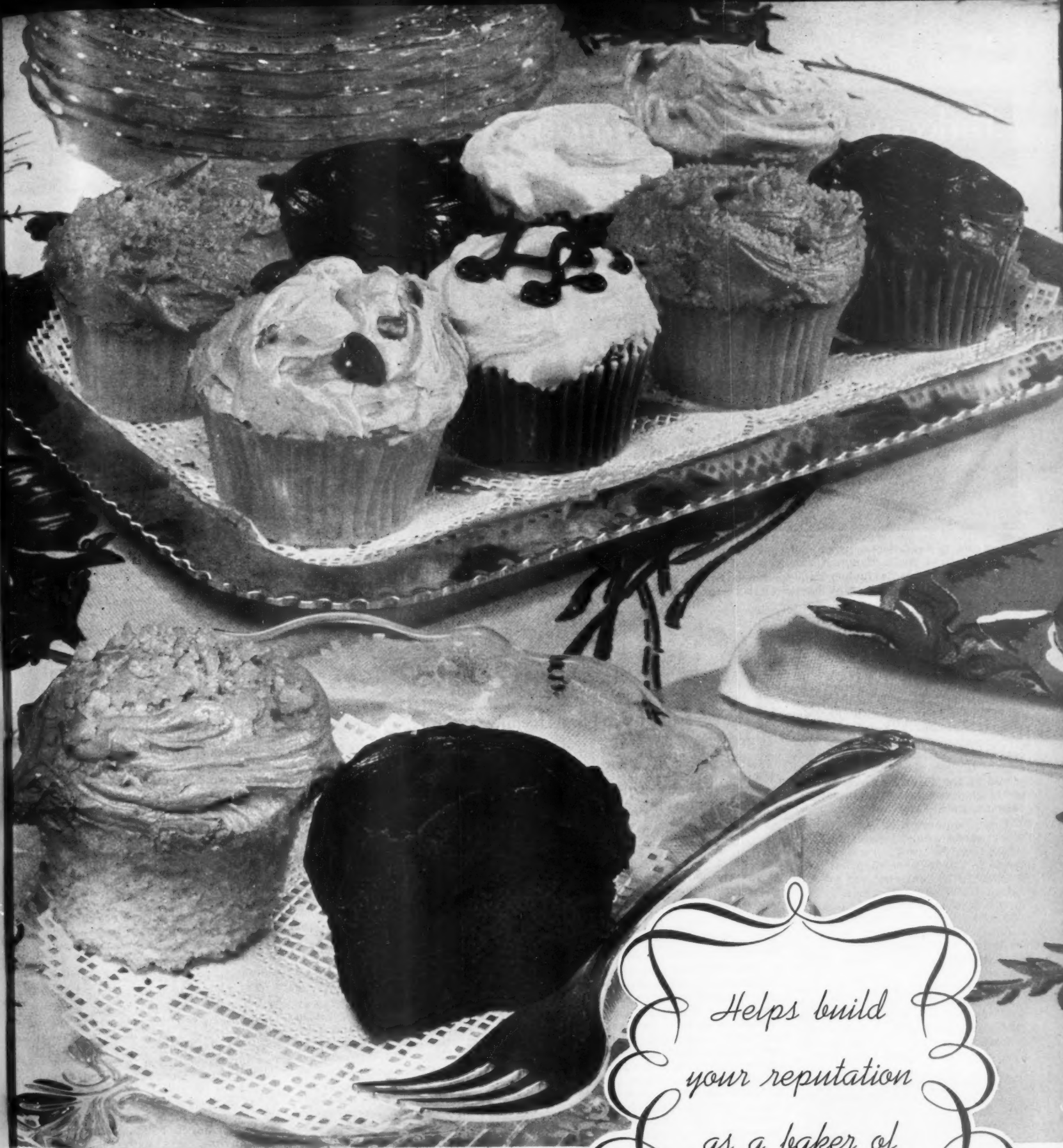
BAKERIES & BAK-  
ERY OWNERS

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☐ Wholesale    ☐ Retail





*Helps build  
your reputation  
as a baker of  
the finest cakes*

# PIKES PEAK

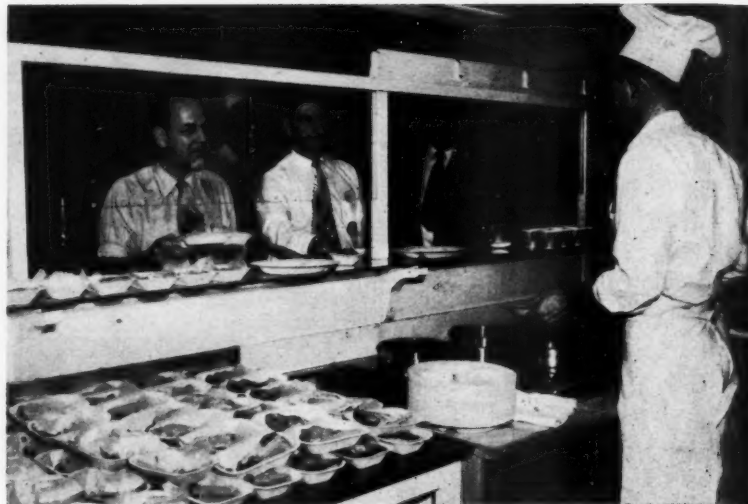
## CAKE FLOUR

*The* COLORADO MILLING & ELEVATOR COMPANY • *General Offices* DENVER, COLORADO

## Bakery Merchandising



Shipments of sandwiches, paper coffee cups, and paper containers for soup are checked at Budd Manufacturing before they are delivered to portable canteen stations on the factory floor for lunch. Bakers may supply bread and desserts to the company snack bar or to the caterer, depending on the food service system used.



**SNACK BAR**—The chef at Rohr Aeronautical in San Diego is ready for the rush of hungry workers past the cafeteria window at noon. Paper service makes it possible for them to eat their soup, sandwiches, and pies picnic style outdoors. Bakers are finding extra profit in supplying bread, buns and desserts for this market.

## A New Market Develops for the Baker

**S**PEED of service with the least possible on-the-spot labor and space requirements are the keys to efficient factory food services, a survey of 240 plants recently completed by the Field Research division of the Paper Cup & Container Institute indicates.

These requirements point to the use of more wrapped cakes and pies which can be easily handled over cafeteria counters or distributed on food carts, in canteens, and even in automatic vending machines. Except in the largest factories, maintenance of a baker and a bake shop is uneconomical, caterers believe. Many installations have them simply because management specifies "home baked" goods.

Although 79% of the factories queried have cafeterias and 61% have food carts or canteens, over half the plans for expansion cited involved decentralized service: 23% would add food carts; 17% snack bars right in the shop; and 12% would add vending machines. Vending machines, incidentally, were 75% more popular than at the war peak, with the greatest rise in coffee, cookies, ice cream, and fruit juice. Only one out of 10 of the plans involved building a new cafeteria, but those with cafeterias would try to increase its capacity by staggering lunch periods and setting up new cafeteria lines.

Size of the potential factory food market is hinted by the finding that plants queried are feeding 59% of their employees, compared with 40% during the war peak, when food rationing, longer hours, and higher pay encouraged many workers to buy food on the job. Food services have steadily expanded since the war, and 20% of the plants replying to the question say they'll have to expand even further in order to accommodate a new army of defense workers.

Managers queried about their expe-

The growth of in-plant feeding systems forecasts a growing opportunity for all commercial bakers in promoting their products and expanding services. Regardless of the system, such as those detailed in the accompanying article, there is a place for the bread, rolls and desserts from the bakery.

rience in World War II, when food service had to be improvised rapidly, say that the main "headache" of that expansion were the administrative chores of running a restaurant in addition to a factory; the difficulty of finding and keeping food service workers; and the unexpected deficits which dogged many of the makeshift operations. They also had trouble reaching workers too far from the cafeteria to get back and forth easily and in providing as good food for skeleton crews of night shift workers as the day workers got.

Since factory food services get light, rent, heat and fuel from the company, labor and food costs loom larger on their books than in a commercial restaurant. Labor cost runs 35 to 40%, and the tendency is up. Factories have to pay more for kitchen talent than nearby commercial restaurants. Average dishwashers' wages in the month of the survey were \$1.29 compared with 78¢ at the war peak. Dishwashers in some Detroit plants are getting \$1.85 an hour. These rising wages along with rising food costs and the reluctance of plant management to raise prices for their workers are squeezing many plant cafeterias into the red.

Plant management seems reconciled to a moderate outlay on providing food service, but naturally hopes to limit the loss. Although a majority said they hoped to break even, 77% of the company-operated services

were losing money, as were 45% of those operated by outside caterers. Average loss for the 97 who gave dollar figures on their losses was \$6 a worker a year.

### Outside Caterers Desired

The trend to outside caterers is one of management's answers to the red ink problem. It stands to reason, they feel, that experts can do a better job cheaper than executives trained for other activities. Now 51% of the respondents have outside caterers, while 45% were running their own cafeterias during the war. Companies are slightly more apt to run their own cafeterias or waiter service dining rooms for executives and guests. The food carts and canteens, which more often break even, are more frequently farmed out.

Advantages of the decentralized systems are many. They reach more workers, particularly the isolated and too often "forgotten workers" in big steelyards, shipyards, and munitions plants. They are the only solution in the airframe plants where one-story production lines are so long that it would be impossible for the men to come to a central cafeteria to eat on a 30-minute lunch period. They are the only solution, too, in operations which want to cut lunch periods to 15 minutes, and they save production minutes where workers have been traditionally permitted to eat on company time, as they are in steel mills.

The carts and canteens eliminate

seating space and can be used in factories which weren't built for food service. They also cut the food service payroll. According to figures compiled from the survey, it takes one food service worker to feed 28 people in a waiter service dining room; 61 in a conventional cafeteria; 127 from mobile carts, and 159 in a canteen or snack bar. Significant in this saving of manpower is the elimination of all dishwashing. Foods and beverages sold in the decentralized systems have to be packaged in paper wrappings or served in paper cups, plates, or containers which don't have to be carted back to the kitchen, washed, and stored for reuse.

### Packaging Problems Major

Packaging problems are the main reason why attempts to put home baked goods on the carts and in the canteens have failed, industrial caterers say. In order to get to the customer in good shape after a trip through the plant, cakes and pies should be wrapped. At the Gary works, biggest steel mill in the country, Factory Stores supplies its network of canteen buildings scattered through the yard with cakes and pies on paper plates wrapped in cellophane. They send along plastic forks that are disposable, too. Messengers bring paper containers of hot coffee right to the men in the sheds.

Logically, of course, vending machines which stand ready to serve patrons at all hours and require no attention from plant management at all are the ideal solution. Many plants are experimenting with this way out. One automotive plant that has had snack carts circulating morning and afternoon since the war is trying a battery of vending machines that will automatically sell everything the carts carry—coffee, ice cream, sandwiches, milk. If it works out and is adopted on a plantwide basis, it will

(Continued on page 50)



## Variations in Baked Foods Package Sizes Detailed

During last month's annual meeting of the American Society of Bakery Engineers, Harold K. Wilder, executive secretary of the Virginia Bakers Council, Richmond, made an analysis of some of the baked products on display during the meeting. The following article details his observations with regard to the wide variation in package types, sizes and shapes:

My principal interest is in trying to help the bakers sell what you production men produce. As production men, you know far better than I do the savings which could come from a closer standardization of package sizes, not only on a plant to plant basis, but on an over-all industry basis. Even from my unenlightened viewpoint, I can visualize considerable savings in labor, in handling of all kinds, in machine adjustments, in inventory of packaging materials, and lots of others. Certainly with your many hundreds, in fact thousands of years of collective production experience, you can think of many other savings.

### A "Confused Mess"

All one has to do is to visit any baked foods department of the average retail food store to see what a confused mess is the packaging of baked products generally, not only as compared to the products of different bakers, but to the packaging of food products generally. From the standpoint of eye appeal, color, stability, stackability, and over-all appearance, the general run of bakery packaging lags far behind the food field generally. Not only does much of it require more space than is necessary, but it is deceptive and confusing to the consumer.

Let us not forget the consumer. After all, he or she is the barometer by which we all rise or fall. If we mystify her with trick packages, deceptive sizes, packages that do not protect, packages that are not easily opened, we add to her confusion. And confused people do not buy rationally or intelligently. If for no other reason than that of eliminating confusion in the mind of our customers, the industry should give considerable thought to the simplification and standardization of bakery packaging.

A prominent merchandising authority, in referring to people's reactions when making purchases, refers to what he calls "the misery of choice" which confronts many people when they buy. Any man or woman who stands before the average bakery display in the average store is certainly a victim of this malady—this "misery of choice," and if she can not make a logical, sensible or rational choice, we are flirting with her good will and our own future.

For all of these reasons, and particularly from the standpoint of enlightened self-interest, I commend these figures to you for study. Imagine what the situation must be like on a national basis, if the comparatively small number of bakers products comprising the ASBE display revealed such a fantastic picture of sizes, shapes and methods of packaging. In my own opinion, our packaging methods, like Caesar's wife, should be above reproach.

195 packages on display at this year's ASBE meeting were studied;

11 product types are included in the study:

**Sweet Rolls:** 4 to 12 units per package, 34 packages and 33 package sizes; **Doughnuts:** 6 to 12 units per package, 9 packages and 9 package sizes; **Hot Dog Rolls:** 6 to 12 units per package, 14 packages and 14 package sizes; **Hamburger Buns:** 6 to 12 units per package, 18 packages and 17 package sizes; **Partially Baked Rolls:** 6 to 12 units per package, 54 packages and 40 package sizes; **Pan Rolls:** 8 to 15 units per package, 10 packages and 9 package sizes; **Coffee Cakes:** 1 unit per package, 29 packages and 25 package sizes; **Cakes:** 1 unit per package, 40 packages and 28 package sizes; **Half Cakes:** 1 unit per package, 10 packages and 6 package sizes; **Cup Cakes:** 6 to 8 units per package, 10 packages and 6 package sizes, and, in **Shortcakes:** 4 to 6 units per package, 3 packages and 3 package sizes.

—BREAD IS THE STAFF OF LIFE—

## Bakery Suppliers Group Sponsors Bakery Contest

Formal announcement of a nationwide contest to be conducted by the National Bakery Suppliers Assn., to "find and to honor America's finest retail bakeries," was made during the Associated Retail Bakers of America convention in Washington, D.C., by association president Paul Cadwell, J. W. Allen & Co., Chicago.

This contest is open to all retail bakers regardless of size. Awards will be made for bakeries in five volume classifications. The judges include recognized authorities in the baking industry and the selection of the successful contestants will be made on the basis of production efficiency, sound sanitation practices, attractive and efficient store layout as well as over-all appearance.

The retail bakeries adjudged winners will be rewarded with handsomely engraved plaques which can be "proudly displayed in their stores as evidence of the recognition of the bakery's high standards of production and sales efficiency."

All efforts of the National Bakery Suppliers Assn. are dedicated to the attainment of the specific goal—"A Greater Baking Industry," Mr. Allen states.

"It is in keeping with this determined policy that the contest has been undertaken, with the hope it will focus the attention of retail bakers everywhere on the value of potential improvements they might initiate in their own shops. Every effort made to increase efficiency, lower costs, improve the quality of baked foods by improving production techniques and utilizing available modern equipment will contribute to greater success for the individual with resultant benefits for the entire industry. Steps taken to improve store appearance and to provide for greater customer comfort to make shopping in it a real pleasure will increase store traffic and will result in more profitable sales."

It is the expressed hope of NBSA that it will attract a large number of participants.

The contest entry forms are available from the National Bakery Suppliers Assn., Headquarters Office, 64 E. Lake St., Chicago 1, Ill. Entry blanks may also be obtained from NBSA members, through ARBA and through most of the local, state and regional associations.

## Minneapolis and St. Paul Bakers Have Hit TV Show

Retail bakers in the Minneapolis and St. Paul area, organized under the title of "Twin City TV Retail Bakers," are appealing, through the kids, for a share of Mrs. Housewife's bakery budget.

The group, which began with 55 bakers, now numbers 75, and is still growing. Basis for the promotion and advertising is a local television program. The bakers participate in the "X Bar 4 Ranch" TV show, Monday, Wednesday and Friday, 4:15-5:00 p.m., over station WTCN-TV. The show is a western movie, half of it run one day, the other half the next. The master of ceremonies, Bob Fransen, dresses in a cowboy outfit, and does his commercials against a ranch-type background.

Commercials tell of the "feature of the week," available at all TV retail bakers, with an appeal to the kids to "bring Mom into her favorite local bakery." Ten bakers are mentioned on each show, while a card flashes on the screen, with the bakery name and address. Each baker's name comes up at least once every two weeks.

Membership in the group costs \$5 a week, payable four weeks at a time,



**TV BAKERS—Members of the Minneapolis-St. Paul "TV Bakers" group are recognized by this brown and yellow decal seal on bakery doors and windows.**

in advance. For this fee, each baker receives:

Two "Member Twin City TV Retail Bakers" decals, for door or window.

One two-color poster per week, featuring the special-of-the-week.

One mention at least every two weeks on the TV show.

One metal "X Bar 4" stamp for cookies, etc.

"Broncho Buster" membership cards for kids.

Entry blanks for contests sponsored by the group.

Each baker-member puts the decals on his door or window, marking him as a TV Retail Baker. This means kids can come to him for their entry blanks for contests, "Broncho Buster" cards, and for the bakery product being featured that week on the TV show.

### Posters Feature Specials

Every four weeks, four different two-color posters are printed, each one featuring a special item. The baker displays one poster per week, and offers the product featured at a special price. The product he promotes corresponds to the TV advertising for that week.

The "Broncho Buster" cards, furnished bakers, are available to kids for the asking. Six thousand were

printed originally, and a second printing is being ordered.

### Group Sponsors Contests

Contest entry blanks are also furnished bakers, who pass them out to small fry for the various contests sponsored by the group. The first contest was to name a real live dog, newest member on the X Bar 4 Ranch. Over 900 entries were received. Prizes were a bicycle each to the boy and girl whose names were selected for the dog.

The Twin City TV Retail Bakers are headed by Hugh Schuh, owner of Dutch Bakeries, St. Paul, and president of the Associated Bakers of St. Paul. Advertising, publicity and promotion are handled through the Phil Bradley Agency, Minneapolis.

—BREAD IS THE STAFF OF LIFE—

## Roses-in-Snow Cake Changes Shape for Mother's Day

This year, for the first time in the history of the General Mills, Inc., Mother's Day promotion, the firm's Roses-in-Snow cake will be heart-shaped. As shown in the accompanying illustration, the cake will be covered with swirls of white icing, decorated with a red rose cellophane cake band inscribed "to Mother." The attractive cellophane bands can be used either on the cake or gift box.

Complete merchandising materials and national radio advertising will back the General Mills promotion. General Mills salesmen calling on bakers will present a free sampler of materials. Additional items will be available at cost. Heart-shaped cake pans of tin-plated steel will be available. A beautiful, full-color poster will feature the new cake against the background of deep red roses, so popular last year. New heart-shaped doilies are edged with red roses.

Items to be included in the free sampler are: 1 Roses-in-Snow poster; 2 heart-shaped doilies, edged with roses, printed in vegetable ink on grease-proof, curl-resistant parchment stock; 1 cellophane cake band; 1 proof sheet of three newspaper ads, available at low cost; 1 die-cut streamer, a large red rose; 1 cake board; and a booklet of promotional ideas.

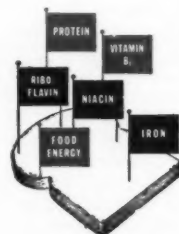
This year again, the company's Betty Crocker will devote the entire May 8 Magazine-of-the-Air program to selling Roses-in-Snow Cake. She and her guests will tell the Roses-in-Snow story over 207 ABC stations, to millions of listeners, urging them to get this Mother's Day specialty from their baker.



**INNOVATION — Colorful contribution to this year's General Mills Roses-in-Snow promotion is the red rose cellophane cake band, inscribed "to Mother." Available also are new heart-shaped doilies for use as window streamers or to place under the new heart-shaped Mother's Day cake.**



Nowhere is quality more carefully guarded than in the milling of RODNEY flours. Nowhere is wheat selection practiced with greater scientific skill. Nowhere is milling "know how" more expertly exerted in production. Nowhere is laboratory guidance more watchfully applied to milling. That's why RODNEY flours have such a high reputation for good baking. That's why, too, it pays to choose RODNEY flours over the ordinary products flooding the market today.



*Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the*  
**RODNEY MILLING COMPANY**  
**KANSAS CITY, U. S. A.**



## Program Announced for Lake Michigan Bakers Conference

CHICAGO—Details of the program for the Lake Michigan States Bakers Conference, scheduled at the Sherman Hotel April 20-22, have been announced. The president's reception will be at 5 p.m. April 20.

The opening luncheon will be held at 12:15 p.m., April 21, followed by a panel discussion on "The Greatest Story Never Told." Panel participants will be Peter Pirrie, Bakers Weekly, moderator; Greta Greim, food editor, the Milwaukee Journal; Mary Mead, food editor, Chicago Tribune; Ellen Semrow, American Institute of Baking nutritionist; Owen Richards, secretary of the American Dairy Assn., and Walter Hopkins, director of the Bakers of America Program.

Also scheduled April 21 is a showing by Standard Brands, Inc., of "Land of Everyday Miracles," a film designed to help promote the industry, and "Dollars, Doughnuts and Dunkerheads," a talk by Dave Livingston, the "Towa Farmer."

A general session will be held the morning of April 22, to include speakers on the Office of Price Stabilization, government controls and bread standards. The keynoter also will appear at this session. The afternoon of April 22 will include separate sessions for wholesale bakers, retailer bakers and house-to-house bakers. The dinner and dance will be held the evening of April 22. A display of baked products will be shown at the conference.

—BREAD IS THE STAFF OF LIFE—

## Ekco Products Co. Gives Scholarships to AIB School

CHICAGO — Ekco Products Co., Chicago, through the Ekco Foundation, has established scholarships for the American Institute School of Baking, to be available immediately. There will be two scholarships each year, granted to students who have been selected and approved by a screening committee.

The announcement of the Ekco scholarships was made simultaneously with the announcement by the institute of the formation of a plan for providing such scholarships for students in the School of Baking.

Arthur Keating, chairman of the board of Ekco Products, had the following to say in presenting the scholarships to the institute:

"Ekco Products Co. has had in existence for a number of years a foundation called the 'Ekco Foundation,' which has in one way or another been able to make rather substantial gifts.

"It has occurred to our officers and directors that our first love is the baking industry, and we would

like to do something for the industry in the form of scholarships to be granted at the American Institute of Baking.

"As we understand it, there are numberless cases of extremely bright, talented young men who would like to enter the baking industry and study at the institute, but who have been prevented from doing so by a lack of sufficient funds.

"We propose giving you, subject to the acceptance of your educational committee and your board of directors, two scholarships per year, and we will sign a contract with you to do so for five successive years.

"The Ekco Foundation sets no reservations on what kind of a plan you finally adopt. We will accept your judgment entirely."

Howard Hunter, president of the institute, announced that similar scholarships will be accepted by the board of directors of the institute from individuals or corporations in the baking industry.

—BREAD IS THE STAFF OF LIFE—

### PAY INCREASE

SCRANTON, PA.—Wage Stabilization Board approval of a 4½¢ hourly general pay increase, retroactive to July 29, 1951, to approximately 140 unionized male employees of the At-

lantic & Pacific Bakery was announced here. W. Frank Burns, business agent of Local 53, AFL-Bakery and Confectionery Workers International Union of America, said the board also approved a 2½¢ hourly night shift differential to 7½¢ and five job reclassifications entailing \$1 @4 weekly pay boosts. The union negotiated a 12½¢ hourly general pay increase for male employees, but the 4½¢ portion was subject to WSB approval. Approximately 60 female employees were granted an 8¢ hourly raise. All but the WSB-subject portion of the pay increase was paid previously.

**WHAT WOMEN WILL BUY!**

**WHAT WOMEN GO FOR!**

**WHAT WOMEN DEMAND!**

**WHAT SATISFIES WOMEN!**

IN BUYING WHITE BREAD  
... WOMEN WANT THE  
"NATURAL FLAVOR"

AND  
"NATURAL FRESH-  
NESS" THAT THESE  
TWO VALUABLE IN-  
GREDIENTS CAN GIVE

**SUPERSHORT**

*Vita-Plus*

Valuable Ingredients for Bakers

**THE BROLITE CO.**

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225 Fourth Ave., New York 3, N. Y.  
4128 Commerce St., Dallas, Texas

621 Minna St., San Francisco 1, Calif.  
518 First Ave., North, Seattle 9, Wash.  
686 Greenwood Ave., N. E., Atlanta 6, Ga.

### BLOOD CENTER GETS OMAR CAKE FOR BIRTHDAY

OMAHA—When the Omaha Regional Red Cross Blood Center recently observed its fourth birthday anniversary, a huge, two-tiered cake was donated by Omar, Inc. More than 100 who donated blood at the center that day were rewarded with a piece of the cake.

*Ask the  
Brolite  
man*

## Bakers Hear a Housewife Tell What She Looks for in a Bakery

By FLORENCE NEELY  
Baltimore, Md.

**F**IRST, let me explain that I am in no way connected with the baking industry and that I know little or nothing about your technical problems. For this reason, I might criticize something about a bakery that you might well say is technically impossible to correct. Impossible to correct or not, I will bring it up simply because it does not please me as a housewife. You take it from there.

Now since I am going to attempt to represent the average housewife, you no doubt are wondering, and justly so, just what qualifications I have to speak for the average woman. That is a good question and deserves a frank answer. First, I am a housewife and as such I must manage a home and plan over 1,000 meals a year. This, in itself, is no minor qualification, since managing a home in this day and age with prices what they are, sometimes becomes quite an undertaking. My personal interest in providing good food for my family along with my contacts with various women's organizations have given me a rather complete idea, I believe, of what the average housewife looks for and wants in your bakeries.

Cleanliness and neat appearance are the first two things that a woman notices as she enters your bakery for the first time. The average woman will not tolerate dirty windows, messy floors or dusty ledges in her own home and she most certainly will not tolerate it in a place of business where she buys food. And to make it even tougher for you—it seems to be human nature for a woman to be ever more critical of other people's property than she is of her own!

Practically every baker today is extremely careful about keeping his shop spotless, but there are a few that could definitely be improved upon. It's these few that easily can do harm to the industry as a whole. An opinion of a large group is often-

**EDITOR'S NOTE:** At the cake school for bakers, conducted by International Milling Co. in Baltimore recently, Mrs. Florence Neely of the Baltimore Gas & Electric Co., expressed her views as to what the discerning housewife looks for in a bakery. The 550 bakers were told that cleanliness and quality are the two "musts" for the commercial baker today, with variety and service contributing to a profitable business.

times based on what is known about only one of its members. Unfair to the majority, yes, but a problem that must be faced. For your own protection it would seem to be that the associations in each locality should take it upon themselves to check all bakeries in their area to be certain that everyone is living up to the A-1 standard of cleanliness. I think you would all benefit indirectly by this effort.

### Sales Girls' Appearance

While we are on the subject of cleanliness and neat appearance, we certainly must talk about appearance of the girls behind the counters waiting on the trade. It is hardly necessary for me to say that no woman will go into a bakery more than once where she finds clerks dressed in soiled uniforms, their hair put up more in the fashion of Veronica Lake than a bakery employee, or presenting an untidy appearance in any other way. However, I am glad to say that I have heard very few unfavorable comments along this line about bakeries. Evidently you have been doing an excellent job in watching the appearance of your employees.

But I'll not let the male employees get by without a word or two on this matter of appearance. Many of us buy our baked goods from route men and it is certainly just as important for those salesmen to present a neat, clean appearance as it is for those girls working behind the counters in your stores. That routeman and his truck is the bakery as far as we're concerned. If the man is tidy and his truck bright and clean—we feel that there is little doubt that the bakery where this food is made, is equally clean. Perhaps it doesn't make much sense that we should judge the cleanliness of the bakery by the cleanliness of the truck—but we do! And I think you would find that if you continually sent out a messy looking truck, it wouldn't take you long to realize that your business was falling off—I'm sure some already have.

So much for cleanliness. Now let's talk about quality. Without excellent quality, both in ingredients and in the baker's skill of blending these ingredients, a baker could not stay long in business. The average housewife now, more than ever before, is looking for and demanding quality. I certainly believe that the average baker does his utmost to make really tasty baked goods, but sometimes we get bakery products that are damp and soggy, when they should be flaky and crisp. Other times we find cakes that are dry and crumbly. A few experiences like these—and we've just about decided to start looking for another bakery. Or even worse for you—baking at home.



**JOINT PROMOTION**—Inter-industry cooperation was the watchword recently when the Emrich Baking Co., Minneapolis, ran into a snag in the preparation of advertisements for its billboards throughout the Twin Cities area. A photograph of doughnuts that would reproduce well was unavailable until Pillsbury Mills, Inc., Minneapolis, dug up the original of an illustration the milling firm used on a poster some time ago. Unusually lifelike reproduction was obtained, as can be seen in the illustration above. "It's fun to eat out" is the theme developed by the Emrich firm to build sales for its customers, the restaurants.

The prepared mixes now on the market make it a simple thing for us to whip up a good cake at home in short order. But I honestly believe that a good baker can bake a cake that will out-do any housewife's job, using either a mix or her best recipe, if he really tries. He should be able to do a better job—he bakes day in and day out and should know all the tricks of the trade! And many bakers are doing the better job. But once again, since all of you may well be judged by actions of a few who are not quality conscious, you may not be getting the cake business you should.

Women have, over a period of time, gotten the false notion that bakery cakes just can't measure up to those made at home. That should be a challenge for all of you to double check the quality of your cakes. Spruce them up and sell only what you believe to be the very best cake you can bake! It may take a while—but you will regain the housewife's complete confidence in your ability to bake the better cake.

The quality of packaging often times can become quite disturbing, too. Many times we have brought cakes home from the bakery and opened them up only to find that the once beautifully frosted cake has transferred its frosting to the cake box. And to scrape the frosting from the inside of the box—paste it back on the cake and expect to come up with something with even the slightest appetite or eye appeal, is an impossibility. Can't something be done to prevent this damage to cakes? Cinnamon buns and other frosted-type rolls often seem to suffer the same packaging abuse. To take off the wrapper without removing all the icing along with it can become quite a chore.

The subject of what the average housewife wants in a loaf of bread is a much discussed question. Many argue that people demand a soft bread and that the "squeeze" test is what sells the loaf. I am afraid that I must wholeheartedly disagree! The average woman does not want just a soft loaf—she wants a fresh loaf. Does fresh bread necessarily have to be so soft? Opinions have been expressed to me that indicate a steadily increasing public acceptance of the "harder" type breads now on the market. If this seems to be what they want—why not give them a more firm loaf? At least let them have the chance to see and

taste it so a comparison can be made. I suggest some sort of a poll be taken to actually determine whether or not the housewife really wants a soft loaf of bread. I believe you might be surprised by your findings.

### Display a Vital Factor

The manner in which your products are displayed in the window and show cases is a very important factor in the buying habits of a woman. It's just as important for you to display your products in a pleasing manner as it is for the department store to attractively display women's clothing. A department store which carelessly scatters dry goods on top of a table advertises to most women that these items are cheap and that they probably are not very good quality. I think the average woman judges a bakery display just about the same way. Give your products all of the appetite appeal you possibly can. Arrange them attractively and use neat, clever and above all, clean material. An eye-catching display can do much for your sales volume. Many times, the woman who goes into your store planning to buy only a loaf of bread, comes out with a cake and a dozen rolls if an attractive display of these items caught her eye. And here's another thought about the shopper who comes into the store intending to buy one particular item. Many times just a suggestion by the salesgirl can lead to another sale. Remind your girls to mention your specialty for that day, if you have them, and if you don't you should.

Nine out of ten times, you will



**CAKE BALLERINA**—Girls are always interested in dancing and ballerinas regardless of their age, the Westco Products Co. points out in introducing its new ballerina doll, used above to decorate a birthday cake for a budding Terpsichore.



**SUCCESSFUL PROMOTION**—Kern's Bakery, Memphis, Tenn., has given away 150,000 of the "Triple-S Club" fabri-cal premiums shown above to youngsters watching the "Cisco Kid" radio program sponsored by Kern in that area. Produced by the Myercoed Co., Chicago, the transfers iron on to T shirts, sweat shirts and other kids' clothing and retain their bright red and yellow indefinitely. Kern originated the club, whose motto is "Safety, Scholarship, Strength."



have sent the customer out with two or three packages instead of one. But please, please don't make high-pressure pitch-men out of your clerks. A suggestion is all it takes to make the average woman glance around the store at your displays. And it's up to the clean, appetizing displays to take it from there!

#### Wants the Number System

I have a pet peeve, and I think it is probably shared with me by a great number of women. It's the long wait sometimes necessary before being served by your clerks. This situation has improved immensely in the last few years since some very clever person devised the number system. But there are still many bakeries that make a busy housewife wait for five or ten minutes . . . it seems like 30 . . . and then, just when it's her turn to be served, another gal who perhaps outweighs her 50 lb. or so, charges in ahead and out of turn. A very discouraging situation! I think we should pass a law requiring all bakers to install this number system!

And what is to be done for the housewife who is unable to get out and do her shopping until late in the afternoon? She walks into the bakery and many more times than not there is nothing left but a few hard rolls and a tray of cookies. And that doesn't happen just once or twice, but quite regularly. Is there no way that a baker can come just a bit closer in his estimated sales for the day? Experiences like this could also almost drive a woman to baking at home!

Never under-estimate the power of a woman . . . an advertising slogan, I know . . . but "truer words were never spoken." I think that if there were any way possible to determine why a woman visits a particular bakery for the first time, we would find it was due to a favorable recommendation from another woman. A word about a good bakery travels just about as fast as gossip repeatedly does in a woman's club.

Your customer is your most effective advertiser. So—keep her happy with those quality baked goods and she will return the favor, a hundred times over, by spreading the word to her friends about your excellent baking. But don't cross her up! It's a funny thing about women—we find it much easier to talk about something we don't like than something we do! The bad word will travel just twice as fast as the good—so don't give us the opportunity for idle gossip.

A woman appreciates courtesy. She is quick to notice little discourtesies that might not seem important. Still they leave an impression upon her. Women appreciate the bakery clerk who can stay cool and collected even in the face of pretty trying events. The girl who can wait on a customer who's giving her a hard time without losing her temper deserves a lot of respect. And if a clerk does display herself in such a manner before a store full of other waiting customers, she will gain a lot of friends right then and there. A clerk that goes out of her way to please the customer can do more to keep a good volume of business than the man in the back room turning out those delicious pastries. It's true—courtesy often times goes unnoticed—but discourtesy is noticed every time!

#### Variety in Baked Goods

Just as women like variety in the clothes they wear, they also want variety in the bakery goods they buy.

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## SUCCESSFUL SELLING

A Column of Comment

BY WAYNE G. MARTIN, Jr.



### Opportunity in Retail Field

**E**NTIRELY too often young people overlook the excellent opportunities that are in the retail field, whether it be baking or any other form of industry. They read of the large corporations of the nation, and decide that their best future lies in working their way up in them. Unfortunately, they overlook the fact that only a very small percentage of those who start with the large organizations ever reach the top of the ladder, because there is little room for them at that level.

The retail field, however, is almost limitless in its possibilities. For instance, a well operated retail bakery affords its owner a good living, he conducts his own business, and he can progress as far as his ability permits. We were interested to know that recently the New York School of Retailing of New York University and the New York Herald Tribune conducted a conference pointing out these very facts. Certainly these two institutions would not give ill-advised advice to the young people of the country.

It seems to us that much more attention is being given to educating young people in retail opportunities, and that is as it should be. We cannot imagine a better opportunity for a well-trained young man, with a retail bakery located in a good site, than this phase of the industry offers. We sincerely trust that even more attention will be directed toward this line of merchandising in the future.

**THE STALE PROBLEM:** We are glad to know, but not at all surprised, that E. J. Sperry, E. J. Sperry Industrial Publications, Chicago, has recognized the increasing danger to the baking industry of the larger return of stale bread that is now taking place. As one of the most astute merchandisers in the industry, Mr. Sperry is fully aware of the danger of this trend.

During a good many years we have attended innumerable conferences of

bakers directed toward ending this evil. For the most part the excuses were all the same. Bakers whose returns were the highest maintained that they were trying to keep fresh bread on retailers' shelves. They overlooked the fact that they were probably trying to overload their distributors' shelves to give a better mass display of their own products.

Bread and other bakery goods must be sold on their own merit, and not merely by mass display. Every stale loaf of bread that is returned to a bakery represents a direct financial loss. The sooner all wholesale bakers recognize this fact, the better off they will be. We hope that Mr. Sperry's work in this direction will be beneficial to the industry, as it will be if he receives the proper cooperation.

**COST OF ABSENTEEISM:** Recently we read an analysis of a survey on the cost of absenteeism conducted by the Benson Laboratories, Inc., Pittsburgh, which indicated that this diffi-

culty costs employers on the average of \$56 per employee annually. We do not know if the baking industry was included in this survey, but it is safe to assume that the average would be approximately the same as that of other industries.

It makes no difference whether a bakery be large or small, the proportionate cost is high. It eats into net profits at the end of the year, and is something that should be watched as closely as possible. One of the surprising facts revealed in this survey was that a large number of employers do not keep any records of absenteeism, and therefore do not know what it is costing them per year.

The analysis of the survey stated that "this is the direct cost only—wages and salaries paid to employees for time lost and for work not done."

**SALES MANAGEMENT:** We have frequently written in this column the belief that bakery sales managers should be a close part of top level management, and we still believe this to be true. Selling the products of a bakery is one of its most important activities, and certainly it is something with which management should be thoroughly familiar. The sales manager is the spearhead of this operation, and he should be consulted frequently by management.

At the same time, the fact must not be overlooked that his primary function is to direct sales, and the greatest part of his time must be directed toward this activity. This fact does not only apply to sales managers, but also to their assistants, route supervisors and salesmen themselves.

Naturally, adequate training should be provided for these various levels of selling. Merchandising methods change rapidly, and salesmen cannot be expected to keep track of them without this type of information being passed on to them. Selling, from the sales manager to the newest route salesman, is one of the lifelines of the baking industry, and must be treated accordingly.

**WHAT AGE RETIREMENT?** Recently we were struck by the following headline on an article in the New York Times: "65 Plus No Bar to Congress But End of Line in Industry." And unfortunately how true that is. Many of the larger baking companies have mandatory retirement policies which require their executives to retire at 65 years of age, and that is true in numerous other industries.

It is likewise true that way must be made for younger men in bakery organizations to rise to greater positions of responsibility. At the same time, merely because a man reaches the age of 65 does not mean that he has no value to his company. We know many bakery executives who are beyond the 65-year age limit who are performing excellent service for their companies.

### Methods That Sell to Women . . .

#### Tempt the Housewife with Spring Promotions

● By Dorothy Glenn



**T**HE end of the Lenten season is near. Easter dinner and feasting on Hot Cross Buns, featherlight Easter cakes and fancy baked goods will soon be here. Easter Sunday is a sure sign that spring is really on its way.

The change of seasons brings with it the necessity for promotion. Competitors for the food dollar are more numerous each day. They are taking advantage of every opportunity to bid for the homemaker's business. The retail bakeshop has many sales points to bring out in springtime promotion. Easter is an ideal time to make your bid for customers.

The retail bakeshop is one of the few food stores that can emphasize freshness of goods. It's only a matter of a few hours (and sometimes min-

utes) from oven to the homemaker's table. Your goods are made each day, and often several times during the day. The appetizing aroma of baked goods is a memory most of us carry with us all the time. You can remind Mrs. Homemaker, and the pleasant scent of baking breads and cakes from your spotless bakeshop will do the rest.

Most retail bakeshops have turned to homestyle quality and appearance in baked goods to tempt shoppers. You can emphasize the ingredients used in your goods. The same butter, eggs, milk, shortening, sugar and flavors are used in your goods as Mrs. Homemaker uses at home.

These are convincing points, but for successful promotion it is wise

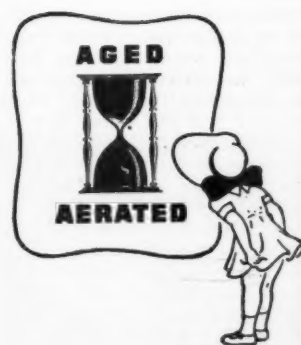
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**"It Ain't the Individual . . ."**

# Production and Sales as a Team

By E. H. Goldsmith

**W**HEN your program committee asked me to discuss my assigned subject, "Production and Sales as a Team," I was left somewhat "cold" as to how to approach it in a manner that would leave with you something of value and something which you could take away with you and actually put to use, provided, of course, you are having some difficulty in this regard. Much has been spoken and written about "teamwork." Our literature is

**EDITOR'S NOTE:** The accompanying article is the text of a talk presented by E. H. Goldsmith at the Southern Bakers Assn. Production Conference, held in Atlanta, Ga.

full of inspirational quotations, thoughts, essays, formulas and speeches. No doubt some can be put to practical usage. Kipling put it aptly when he wrote "It ain't the individual or the army as a whole, but the everlasting teamwork of every bloomin' soul." Certainly a fine thought and a great truism. But how do we attain teamwork? Throughout history there are many examples of great leaders in war, industry and sports whose success was due largely to their capacity and ability to build a team.

First, let us define "teamwork."

"Teamwork," says Webster, "is work done by a number of associates, all subordinating personal prominence to the efficiency of the whole." I like the definition because within it are two of the important elements in connection with our present discussion, namely, "subordinating personal prominence" and "the efficiency of the whole." Where we have two groups, sales and production, whose objectives tend to diverge as to interests, we are certain to have what I choose to call areas of disagreement or barriers, usually in majority, as compared to areas of agreement. Each of us in management, I am sure, has had from time to time, to arbitrate within these areas of disagreement, in order to keep the operating family happy and to maintain "the efficiency of the whole." At times, it has been difficult to "subordinate the personal (or group) prominence" to "the efficiency of the whole."

## Types of People

Our problem here today, however, is to analyze the basic factors in attaining teamwork in our particular area of interest—teamwork in production and sales. In order to realistically face the problem, it seems to me, we must first consider the types of people which make up the team. Teamwork is a people problem. Good or bad teamwork is an end-result. We will never obtain it until the

human relations factors are well understood. With what manner of men are we dealing? What kind of "animal" is this salesman? What kind of "animals" are you and your production men in this room today? Perhaps now you can understand why I faced my task today with some trepidation. I must generalize at the risk of having some individuals feel that they fall out of the pattern.

The basic fundamental of people living in unity and cooperation as a team is understanding. This goes for individuals, small groups, such as the one under discussion, and larger groups even up to international units. Cleavage disappears when understanding moves in. Please indulge me if I may seem to harp on this word "understanding." Most, if not all, difficulties in human relations stem from a lack of understanding of the other person's feelings and not being able to see the other man's point of view.

We do not understand Russia and more important, the Russian. Russia does not understand America, and more important, the American. Therefore, we and they are not living in this larger orbit, the world, as a team. There is no, or very little, understanding between us, and, sadly, a lack of desire to understand.

What kind of an "animal" is this salesman in the sales department? First of all, if he is a good salesman,

- ★ What is Teamwork?
- ★ The Sales "Animal"
- ★ Production "Animal"
- ★ Product Quality
- ★ Product Quantity
- ★ Product Variety
- ★ Scoring Session
- ★ Route Observation
- ★ Job of Management

he must be aggressive. Therefore, he doesn't give up easily and he has a tendency to ride over all obstacles that he encounters. He is a dominant individual who believes in himself—he is inclined to take charge of situations into which he has been placed. He must feel that his product supports him because, generally, he is not self-sufficient. He must be a confident person but a large part of his confidence rests upon a confidence in his product.

With most, when the customer says the product is "lousy," his confidence factor goes to zero. He is an extrovert, meaning that he lives pretty much outside of himself. He might be impulsive, bombastic — not too serious, not too interested in the "reasons why" about a problem. In short, to you, to you production men, he might appear to be a big "bull



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E. H. Goldsmith

**AUTHOR**—E. H. Goldsmith, Bakers Associates, Inc., Chicago, author of this article on management-sales co-operation, entered the baking industry in 1920 and has been a route salesman, route supervisor, sales manager and plant manager in both house-to-house and wholesale operations. He formerly was connected with Standard Bakeries Corp. and Omar, Inc. He is president of Bakers Associates, Inc., and Peter Wheat Bakers, Inc.

throwing" lunk-head full of complaints or "belly aches" and of doubtful value to the organization, especially when he is paid more for his services than you are. Here is a guy whom management coddles and stimulates with extra incentives, sometimes at the expense of other departments and for what?

Seriously, however, and in review, let us remember that this salesman as a type, is aggressive, dominant, not entirely self-sufficient, confident (so long as he is supported by his product) and an extrovert. Let us keep these traits in mind. Here is the "animal" whom we must teach to subordinate personal prominence to the efficiency of the whole—the man whom you, Mr. Production Man, must understand.

**The Production Man**

Now what kind of "animal" are you, Mr. Production Man? You are likely to be on the serious side—quiet, analytical, with facts at your command which signifies a great attention to detail, all of which tends to make you an introvert. You are more self-sufficient than our salesman—little things do not "throw you." You are a planner, because planning and scheduling are indispensable attributes of your job. You are normally extremely sensitive because you are an artisan who produces a product. Your very nature makes you love that product, like the artist loves his own painting, like the author loves his own phrases.

The child of your imagination, formulation and final production is most dear to you. When that "lunk-head" salesman attacks it, your emotions are likely to pop. Subordination of your personal prominence is likely to disappear. You are likely to be more secretive than our sales friend, this probably being the result of a long line of heritage of secrecy and mystery about making your product, handed down through the old apprenticeship system of yore. You have a tendency to "clam up" when

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attacked. Yours has been a long tough struggle, perhaps even from a pan washer up through the ranks and finally, to production engineer. You are a proud person and justifiably so — proud of your achievement. Now, please, don't stone me from this platform if you do not fit into the groove. Forgive me, because I have had to generalize.

So far, to recapitulate, we have defined "teamwork;" we have spotlighted the problem in attaining teamwork—in the word—"understanding." We have attempted to analyze, as types, the human beings or components who must live together as a team. Now would it not be well to consider circumstances under which sales and production live—previously referred to as the areas of disagreement or the barriers to teamwork? What are the situations which occur, which interfere with "subordinating personal (or group) prominence to the efficiency of the whole?" Keep in mind the kind of folks you production people are and the kind of people we have in sales. Where and how shall the twain meet?

#### Areas of Disagreement

We cannot, for lack of time, review all of the areas of disagreement between production and sales, so, therefore, we must confine ourselves to a few which are exemplary. We believe you will recognize the examples immediately. The first and probably the most frequent disagreements are those which result from misunderstanding as to the quality of the product. The sales department complains that the product is too soft, too hard—too big, too small—too long, too short—too bland, too sweet—too open, too close—too light, too dark—too thick, too thin—ad infinitum. Do these sound natural?

A second area of disagreement concerns quantity of the product. This one is not as often in the forefront as is quality. However, who in management and production has not heard the salesman ask and wonder why our product is not as big or as heavy as that of the competitor? Real or imagined, the sales department usually regards size as an important competitive factor. That "so-and-so" of a sales manager always wants more for the money!

A third area of disagreement is that of variety of product. This is, perhaps, more of a problem in multiple-unit and house-to-house operations than in wholesale. In our experience, the sales department is continuously dissatisfied with the variety and especially with the number of varieties. How many times have we heard production complain that management or sales management is forever calling for new items, or worse, putting on new ones without removing others from the list—and with all the accompanying production problems such as increased scheduling difficulties and increased production costs. Just last week a production man cried to me, "variety is driving me crazy—how can I lower my production costs with 80 varieties a day?"

#### Relative Contribution

As indicated, these are just a few specific cases of areas of disagreement. Perhaps one of the most important and underlying ones is that which concerns the relative contribution of the two departments to the "efficiency of the whole." Production usually feels, and sometimes not without just cause, that sales are glorified in the eyes of management far beyond its rightful recognition. This situation is sometimes evidenced by greater relative compensation to sales employees than to production

employees, by extra incentive plans—to sales—not available to production and by failure of management generally to recognize good performance in production activities.

Not only in our industry, but in many others, the salesman is recognized as "the king." I recall the remark of my first employer, some 31 years ago, when he suggested that I get into the baking industry. I told him that I didn't know anything about baking, to which he replied that I didn't have to know anything about making the product. We could get

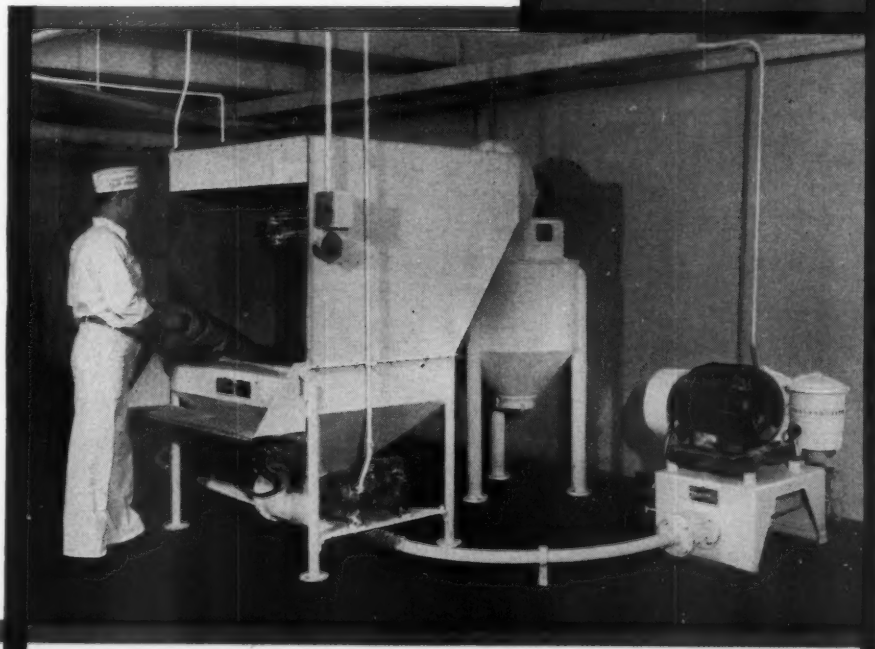
plenty of people to make it. What he wanted and needed was someone to sell it! In the face of many managers and operators today, dare I accuse them of still clinging to such an attitude toward production? Are we in management guilty of creating an area of disagreement and hostility through a biased and unbalanced attitude in the evaluation of the contributions of these two departments to the "efficiency of the whole?" Is such an attitude an impediment in accomplishing better teamwork?

So far in our discussion we have

analyzed basically, the what and the why of the factors underlying the barriers to production and sales functioning as a team. I suggested at the outset that it was my purpose to discuss this subject in such a manner that you possibly could take away with you something of value and something which you could put to use. What are we going to do about these areas of disagreement? How are we going to accomplish better teamwork? Please believe that I am not so presumptuous as to assume that many of you are not already doing and ac-

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5,000,000 Bu.

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**NEWTON, KANSAS**



complishing some or all of the things which will be suggested as well as others which might not be mentioned.

Again, basically, our problem is one of human relations and of one group understanding the problems of the other, one group seeing through its eyes the problems of the other group. Our objective is understanding one another, getting the extroverts together with the introverts.

To achieve understanding everyone must be "in the act." Each one must have his way—put in his "two bits," as the saying goes. There is no communications between people where there is a lack of participation. If production builds a wall around itself—there can be no teamwork. A barrier of mystery and secrecy thrown up by production impedes teamwork. So it is with sales. Both must "level" with one another—help each other with understanding of the other's problems—get into each other's act.

#### Lack of Understanding

Most disagreement about quality of product stems from a lack of understanding as to the standard of quality. No two people look at a loaf of bread, for instance, with the same standards of judgment as to its quality. I like a thin crust, small volume, compact texture, sweet loaf. Your ideas may be completely different. So may those of the sales department. To avoid disagreement, we must have standards. Production and sales must look for the same characteristics. The best vehicle which we found, not only for creating an area of understanding between production and sales and for establishing standards for quality, but also for a training medium generally, is what we term a scoring session at which products are regularly scored by a neutral person but according to agreed-upon standards and in the presence of both production and sales people.

These scores are charted daily and chronologically, showing the trends of product quality so that both sales and production must refer to facts. The more facts, gentlemen, the less opportunity for disagreement. Slowly but surely the sensitivity of production people to criticism of the products by sales disappears. Slowly but surely the problems of production as to variety as it affects scheduling and labor cost becomes evident to the sales people.

Standards for the products reach a common denominator. Both sides talk the same language—terms begin to mean the same for both. When products are off standard, the reasons why are discussed, and secrecy and mystery disappear. Sales becomes aware of the processing or scheduling pitfalls which production encounters. Tolerance for the other fellows' misdeeds on his job develops. With tolerance comes understanding.

The scoring session, of course, is not a cure-all for all disagreements, but in our book it is a class "A" device to educate sales. Often production does not understand the problems of sales. The salesman says to production—you should hear what the customers tell me. Why don't you come with me and see? And not a bad suggestion! How many of you production men ride the routes occasionally? If you do, I am sure you have an understanding of the salesman's problems and it is easier to work in areas of agreement.

#### Keeping Sales Informed

In many situations management does not keep sales informed about improvements in the product. There should be a continuous bombardment of sales with information about what



## She's looking through someone else's eyes

Few purchases are made without thought of how they will be judged by others.

Men who order more than 85 per cent of all Multiwall bags are well aware of this. They rate\* a good impression high on their purchasing check list. This, of course, includes a good printing impression.

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More so every day . . .

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\*August, 1951 research study.

UNION BAG & PAPER CORPORATION • NEW YORK: WOOLWORTH BUILDING • CHICAGO: DAILY NEWS BUILDING

we are doing to make our products better and easier to sell. How much selling is production doing?

To sum up, production and sales as a team, results only where there is understanding of one another's functions and the problems related thereto. Basically, it is a matter of human relations—of our understanding of the traits and characteristics of the people comprising the two groups which are to be molded into the team. Areas of disagreement develop from the lack of standards of judgment, especially on product quality. Management can be one-sided in its evaluation of the contributions made

by the groups. Finally, such devices as the scoring session, the riding of routes by production people, showmanship in keeping sales informed as to the quality, and, last, management's enlightened recognition of production's contribution all can further the functioning of teamwork.

Where does management fit into this picture? To resort to football parlance quarterbacking the team is the prime function of management—teaching fundamentals, knowing and teaching the signals, getting sales and production to run one another's interference, and forever and always keeping the team punching.

In conclusion, remember Webster says, "Teamwork is done by a number of associates, all subordinating personal prominence to the efficiency of the whole." However, several lines lower in the dictionary it says, "A teamster is one who drives a team." My humble advice is don't be a teamster. Rather should an enlightened management lead production and sales into teamwork through greater understanding of one another's problems.

Gentlemen of production—that's my story on teamwork—and no matter where. It ain't inspirational, but I'm sticking to it!



B A K E R Y



F L O U R



B A K E R Y



F L O U R

B A K E R Y



B A K E R Y



F L O U R



B A K E R Y



F L O U R

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F L O U R



B A K E R Y



F L O U R

B A K E R Y



C A K E

A N D



P A S T R Y



F L O U R



C A K E

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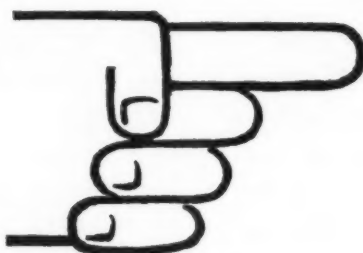
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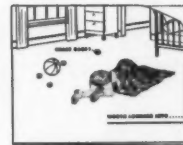


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## Uniformity of Egg Products Important in Baking, Head of Dunwoody Institute Says

By A. J. Vander Voort  
Head, School of Baking  
Dunwoody Industrial Institute

**T**HE baking industry is big business. In 1950 the value of its products ran well over \$3 billion. It ranked first among the food industries in the number of manufacturing establishments and the size of the payroll. Census report figures show that more than 450,000 persons are directly employed in the baking industry. It has enjoyed a steady growth and will undoubtedly continue to do so.

Reports show that bakers produce about 90% of the bread consumed in this country. This means that about 10% is still baked in the home. In the sweet baked products field 80% of the women still do all or part of their baking. It is figured that about 50% of the sweet goods are made at home. These figures show that the potential market is there.

However, we as bakers, are not the only ones trying to obtain a share of the consumers' food dollar. During the past 10 years the growth of the prepared mix industry has

been phenomenal. It is a direct reflection on the wide acceptance of these mixes by the consuming public.

The resulting baked products are usually served fresher than those made by the baker. This is an important item. The cost of these mixes is not low. However, Mrs. Housewife does not figure labor. This is quite an item for the baker. She has no sales expense. Wrapping and packaging costs are high. She does not have those. Overhead, depreciation, administrative expenses, etc., are items that she usually does not know or think about. The baker certainly is conscious of them. The baker must also make a profit in order to stay in business. "I made it," is a term of which Mrs. Housewife is justly proud.

It is the opinion of many bakers

**Editor's Note—**The accompanying article is the essential text of a talk given by A. J. Vander Voort at the recent fact finding conference of the Institute of American Poultry Industries, held in Kansas City. Mr. Vander Voort, head of the school of baking at the Dunwoody Industrial Institute, Minneapolis, is technical editor of The American Baker.

that prepared mixes have hurt the sales of sweet baked products. How can we combat this trend? First of all, the baker must make quality products. This requires the use of quality ingredients and plenty of them plus production skills. He must do an outstanding job of merchandising. The products must be sold at the lowest possible prices with a fair margin of profit. In order to do this a baker must know and study his costs continually.

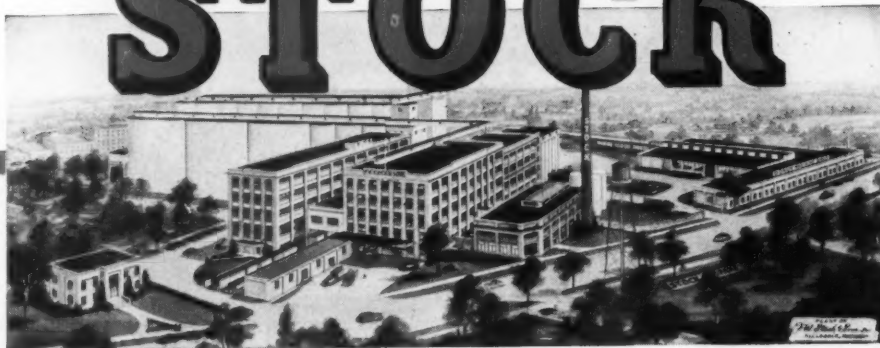
### Important Ingredient

I am here today to tell you folks who are in the frozen egg business how you can help in our endeavor to increase the sales and consumption of bakery products made by the baker. Eggs are a very important ingredient in the making of many bakery items.

1. They add to the food value.
2. They add to the appearance of the products. For example, if whole eggs or yolks are employed, a pleasing golden color is imparted.
3. They act as a leavening agent. Air incorporated during beating or mixing, surrounded by a thin film of egg substance, expands during baking.
4. They, in conjunction with the gluten of flour form a skeleton which acts as the supporting framework of a cake and other products.
5. They have a marked influence on the grain and texture.
6. They add to the eating quality due to their delicious flavor; also due to their effect on the structure and texture, coupled with the tenderizing action contributed by the relatively high fat content of the yolks.

The cost of eggs in the production of many baked products is considerable, which makes it necessary that the baker buy only the best possible

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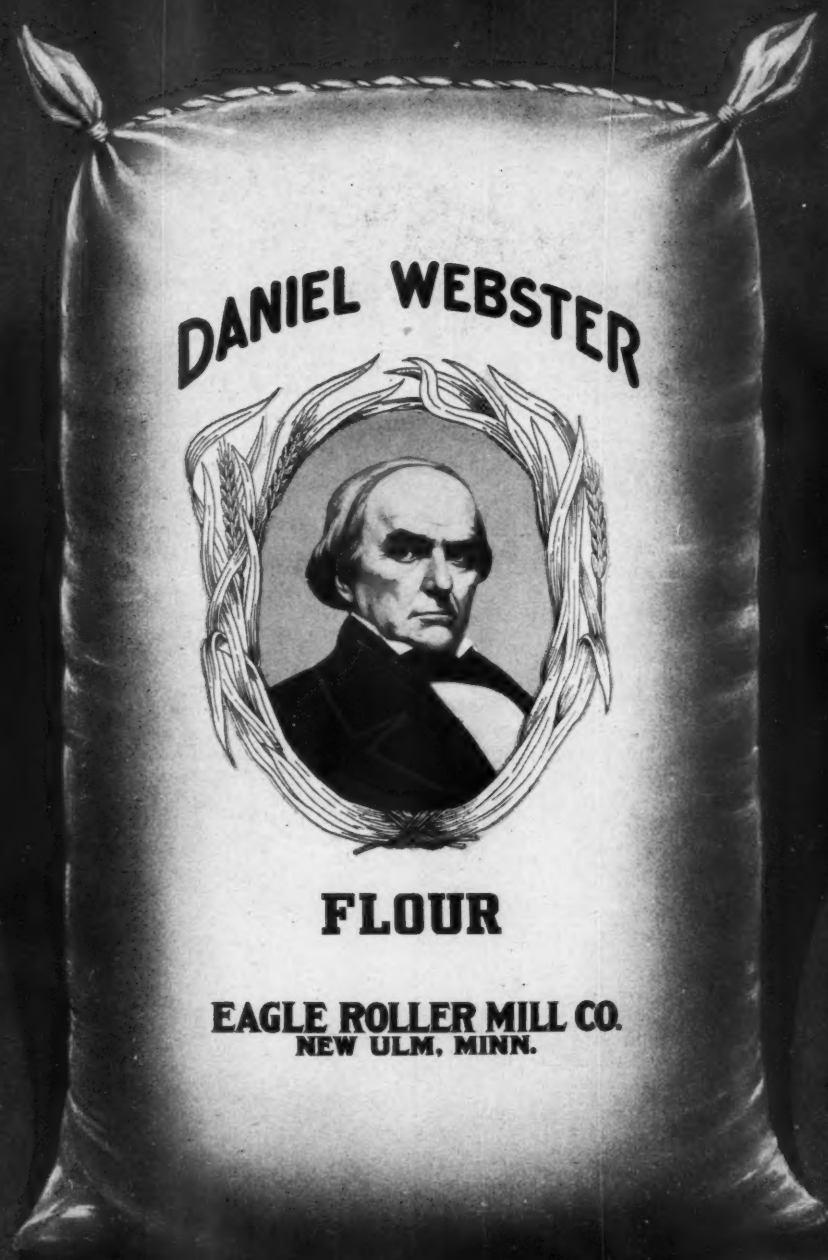
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**CAKE DEMONSTRATION**—A. J. Vander Voort, head of the school of baking, Dunwoody Industrial Institute, Minneapolis, and technical editor of *The American Baker*, is shown above during a cake demonstration conducted at the fact finding conference of the Institute of American Poultry Industries in Kansas City. The special baking demonstration was used to illustrate what happens when bakers fail to get the kind of frozen eggs they need.

egg products. Here is where you folks fit into the picture.

With this in mind, we ran a number of experiments with angel food cakes and sponge cakes. In the angel food cakes we used carefully separated fresh whites from virgin fresh receipts, also the same whites into which were induced small amount of egg yolk fat, approximately the amounts which would be found present as the result of careless operation by girl egg breakers.

It was very noticeable that the body of the beaten faulty whites was very weak and sloppy. The batter was soft and runny. A peculiar thing we found was that at first these whites came up somewhat and then fell down until we started to beat them at high speed when they came up fairly well. Bakers receiving these types of whites would object strenuously to their long beating time as it would seriously affect their production schedules.

Volume of cakes is an important consideration. There was a large de-

crease in volume when even a very small percentage of yolk fat was present. Very few retail bakers have the weight given on their cakes. Most wholesale bakers have the weight stated on their label. It is rather doubtful if many purchasers pay much attention to this. Cakes are usually bought on appearance. A decrease in volume due to poor quality egg whites would necessitate heavier scaling of batter by the baker. This would increase his material cost considerably—a touchy spot with the baker.

The sponge cakes were made with eggs having a solid content of 26.1%, 24.2% and 21.9%. With the lower solid content the beating time had to be increased somewhat. Again, this is objectionable from a production schedule standpoint. The volume of the batter after the flour was added in the lower solid contents, was less than in the higher. The batters lacked body. They were runny and many large air bubbles showed on the top of the batter in the pans.

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THE PANIPLUS COMPANY • 742 BOARD OF TRADE BUILDING • KANSAS CITY 6, MISSOURI

## Housewife Tells

(Continued from page 31)

It's a real pleasure to walk into a bakery and have many kinds of every item from which to make a selection. Most bakers evidently realize this because they always seem to have a nice wide assortment. But others, it seems, believe they have hit upon one or two types of each item that are good sellers with the customers and they go right on, day in and day out baking the same two

types. They're good—they're bound to be—or he wouldn't be able to sell so much of the same thing. I contend that he could probably do about twice the business if he would increase his variety a bit. I realize that it is impossible for a baker to daily turn out a wide assortment of cakes, pies and cookies. He just doesn't have the capacity, but I believe the average housewife is happy if the baker varies his selection from day to day just enough to break the monotony.

Women appreciate special occasion cakes and pastries. Do something fancy for Valentine's Day, Christmas, Mother's Day and a few of the oth-

ers, and I think your customers will repay you with a fancy cash register total. Most women are not able to bake as fancy a cake for special occasions as you are. So come the next festive day, display your specialty and see if you don't make a hit with Mrs. Homemaker, and by the way—did you ever stop to think that we women are the only ones in the family that miss out on the birthday cake deal? Women will bake a birthday cake for every member of the family except themselves. We have birthdays, too! How about seeing what you can do to get the men

in the families to bring home a special birthday cake for us?

Along this same line, a special order department in a bakery is a wonderful thing. If we need a cake for some special affair, and need it fast, and all we have to do is go to the phone and give you a right to have it made to order—you've done us a big favor and we will show our appreciation by giving you increased business.

To sum up, I might just review the things that I believe housewives look for in your bakery once again and in the order of their importance to us.

- Cleanliness and neat appearance.
- Quality products.
- Quality packaging.
- Attractive displays.
- Adequate supply for late shoppers.
- A good variety.
- Courteous service.
- Prompt service.
- Special facilities.

Watch your operations on all nine of these points and you will have the housewives in your neighborhood "beating a path to your door."

**Dorothy Glenn**

(Continued from page 31)

to couple them with persuasive selling. It's persuasion when you appeal to "family and self-interest." Mrs. Homemaker wants an easier job of preparing good meals. She wants better foods on the table. She wants to be proud of her meals and know they are well planned and appetizing. That's interest in herself and her pride.

Easter Sunday with its traditional baked goods is an easy one. Hot Cross Buns are almost a universal requirement. In some localities, Lamb cakes are popular and in others there are Bunny cakes, Easter lily decorations, or baby chicks, Easter eggs and many others. Easter breakfast is a great occasion with many people, so don't forget to feature breakfast breads of all kinds.

Shortly after Easter, homemakers will begin to think seriously of spring cleaning, planting a garden or any one of the many spring chores. They will want to be free to get outside more as the weather clears. Women will be busy and spending less time in the kitchen.

That is a golden opportunity for you to stress . . . "It makes meal planning and serving easy when you (Mrs. Homemaker) serve our baked goods."

Families will be asking for greater menu variety come spring days. Your variety of goods should be among the first to change. The first fruits of the season should be seen in your baked goods. Whipped cream and fruit fillings may be used to emphasize that desire for "lighter foods." Fresh orange or lemon juice and grated rind used in cake frosting tend to give the flavor of that "first touch of spring."

Let your bakeshop take on a festive air. You can do a bit of spring house cleaning, too. Spring is a time for new life and vigor. Your decorations in the shop and on your baked goods should turn to the pastel shades. Winter with its Christmas reds and greens is gone. It is a time for flowers.

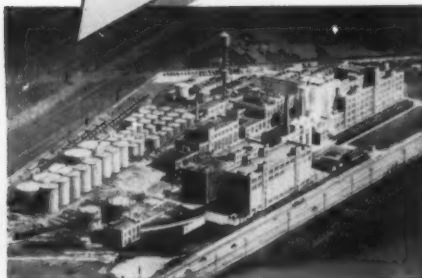
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# Ring the Baker's Doorbell

The Swanson Cookie Co. of Illinois has announced that it will locate a plant in **Wenona, Ill.** The firm is headed by James Doyle, president and sales manager.

A bakery department has been added to services of **Lakeview (Mich.) Dairy** owned by Grant and Clair

Ellafritz. In charge is Bernard Martin, former baker at **Morley**. The company's dairy trucks now carry baked goods as well as dairy products to customers in surrounding towns.

The Royal Baking Co., **Helena, Ark.**, has become distributor for Hart's Bread from Hart's Bakery in **Mem-**

**phis**. The distribution is being made to all food stores in **Helena**.

The delivery trucks and routes of Ed's Baking Company, Inc. of **James-town, N. Y.**, have been purchased by **Meadville (Pa.) Bread Co.**, which will continue to service the routes from a terminal point in **Jamestown**. Ed's

Baking Co. recently suspended baking activities. Roy E. Carlson, secretary of the firm, has joined **Meadville** as sales supervisor for the **Jamestown** district. It was announced that all of the former bakery truck drivers of Ed's Baking Co. have been hired by the **Meadville** firm. Some of the other personnel also is expected to take jobs at the **Meadville** bakery.

The **Brodhead (Wis.) Bakery**, which had been closed since last October, reopened recently. Mr. and Mrs. Clifford Benson are the proprietors.

The **Arkansas Valley Baking Co. of Arkansas City, Kansas** has been granted a charter. It has capitalization of \$10,000, and Irvin J. Devore is resident agent.

Ed Trusty and Chester Dellinger have assumed the management of the **Quality Pastry Shop in Fort Dodge, Iowa**.

Barney Burckhard recently held open house at the **City Bakery in Oakes, N. D.**, after the addition of new machinery and a redecoration.

The **Balaton (Minn.) Pastry Shop** recently has been opened by Mr. and Mrs. Richard Paulsen. Mrs. Alice Burt is in charge.

A business name has been filed for the **William Bakery, Cheektowaga, N. Y.** by Boleslaus Rudnicki.

Richard and Helen West have opened a new retail bakery in **Evergreen, Col.**, which is operating under the name of **West Bakery**.

Arthur Weiss has turned over the operation of **Weiss' Bakery, Denver**, to his son-in-law, John Weiss, and his daughter, Mrs. John Weiss.

The **Kampbelsport (Wis.) Bakery** has opened a branch in **Kewaskum, Wis.** It is known as **Ella's Bakery** and is under the management of Mrs. Ella Backhaus.

Ed Whitaker, has sold his bakery in **Oklahoma City** to **Pembertons Bakery**. Mr. Whitaker will retire. This is the third bakery for **Pembertons**.

Mr. and Mrs. Kenneth Wilson have sold their interest in the bakery in **Bedford, Iowa** to Mr. Wilson's parents, Mr. and Mrs. Cecil Wilson.

The **Home Bake Shop** has opened in **Eads, Col.** Mrs. Don Woods is owner and operator.

**Don's Bakery Department** was opened recently in **Nelson's Store in Chokio, Minn.** Bakery goods are delivered daily from **Don's Bakery in Graceville, Minn.**

**Jay's Bakery Delivery** is a new business in **Fort Collins, Col.** Jacob Langthorn III is the owner.

**Kaase's Bakeries** has opened its 13th store in the new **Euclid-Green shopping center in Cleveland**.

Henry Sherman, manager of the **Holsum Baking Co., Everett, Wash.**, has announced that the bakery has ceased operations. The equipment is being sold.

The **Weiser (Idaho) Bakery**, has been purchased by William LaFay from Joseph and Claude Davis.

Robert Sande has announced the opening of **Sande's Bakery in Seattle**.

**B-E-T-S** THE ORIGINAL BREAD-ENRICHMENT TABLETS

**EASY**

**ACCURATE**

**ECONOMICAL**

**STILL LEAD THE ENRICHMENT PARADE!**

I'm reminding your customers to

**"BUY ENRICHED BREAD"**

3 mornings a week on "Ladies' Fair" over 535 Mutual Network stations.

**B-E-T-S** tablets first made it possible for bakers to enrich bread easily, accurately and economically back in 1941, at the very beginning of the enrichment program. **B-E-T-S** continue to lead the way to better enrichment through constant research and product improvement.

Let your **Sterwin Technically-Trained Representative** show you how the **B-E-T-S Inventory Control System** can supply your production needs with minimum inventory investment.

## Here's why B-E-T-S lead!

1. The Original tablet method which has been universally adopted by the baking industry, has saved bakers many millions of dollars.
2. **B-E-T-S** formulas, the first to meet government requirements, have now become standard throughout the industry.
3. Fastest disintegration and uniform dispersion insure dependable and uniform enrichment.
4. Contain Ferrous Sulfate—the highly assimilable form of Iron—an exclusive feature—at no extra cost.

**Sterwin Chemicals, Inc.**

Subsidiary of Sterling Drug Inc.  
1450 BROADWAY, NEW YORK 18, N.Y.

Pioneers in Food Enrichment



Branches in quick delivery routes:  
New York, Chicago, St. Louis, Kansas City (Mo.), Denver, Minneapolis, Los Angeles, San Francisco, Portland (Ore.), Dallas and Atlanta.



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*Commercially proven...*



RED STAR YEAST & PRODUCTS COMPANY, MILWAUKEE 1, WISCONSIN



## Cakes and Orchids for Mother's Day

Mothers whose children were born on Mother's Day last year were the recipients of cakes and orchids presented by the St. Louis Master Bakers Assn. under its novel "Mother's Day" promotional plan.

Under the plan, which was developed to build general good will and let the public know the important role the retail baker plays in everyday life, all hospitals in the area were asked to telephone the association whenever a mother gave birth to a

child on Mother's Day. The hospitals were extremely cooperative, according to Lee Kulla, head of the committee in charge of the plan, with 89 names being turned in. Each cake, which bore the name of the recipient and was accompanied by a card offering the association's congratulations, was delivered to the mother's room personally, or where circumstances made this impossible, by an attendant.

The plan was a great success, according to H. J. Warner, then president of the association. "Our gesture of kindness was well appreciated," he said, "and we feel that it should be

continued year after year on a larger scale. The surprise element produced results in much appreciation for the baking industry as a whole, and with the large membership we have on our roster, it should not be necessary for any baker to produce more than one cake.

—BREAD IS THE STAFF OF LIFE—

## Joe Lowe Introduces New Doughnut Boxes

The Joe Lowe Corp., New York, has announced the introduction of two new doughnut packages to the market, "Snow White" and "Sugar Box,"

as part of the promotion of the firm's new sucrose sugared doughnuts.

Lowe had one of the top package designers in the country create new packages for the products.

The "Snow White" package is in full color, and shows a scene done in the beautiful and popular "Grandma Moses" style. When filled with the perfectly white sucrose sugared doughnuts, this package is very effective, the company says.

With the "Sugar Box" package, Joe Lowe has tied the package in with its slogan, "The Sugar Makes the Difference." Both promotions are offered on an exclusive franchise basis by the Joe Lowe Corp.

## New Market

(Continued from page 26)

save the time of three cart pushers. Vending machines have already taken over the sale of cigarettes and candy, which used to account for a large part of the carts' gross.

### Baked Goods Vending on Rise

Comparison of the items offered to factory workers in vending machines in November, 1950, and at the war peak show an increase across the board. Particularly rapid has been the rise of baked goods. Two factories had them at the war peak, compared with 15 now. Three companies had automatically vended cakes and pies at the war peak; six have them now.

The Continental Paper Folding Box Co. in Ridgefield, N.J., has the nearest thing to "automatic cafeteria" in a quiet corner of its production floor. There, workers can get regular or chocolate milk, coffee, five kinds of sandwiches, cake or pie from the machines. Boonton Molding Co. in Boonton, N.J., has a similar set up. John Sharenow of the Jersey Milk Vending Co., an affiliate of the Rowe Corp., is the inventor of a refrigerated vending machine that keeps sandwiches soft and fresh and can also be adapted to sell pies and cakes.

Sandwiches are made from a special size of bread to fit into a small paper box. Cakes and pies are cut to the same standard box, too, so that they can be handled by the mechanism. The machines are serviced once a day, although they actually stand up for longer. The automatic machines are one answer to the problem of the plant too small for a kitchen.

### Supplying a New Market

Full information on this big new market, with statistical tables on methods, financing and management of industrial food services is available in a 40-page booklet, "Feeding the Factory Worker" which the Field Research division of the Paper Cup & Container Institute, 551 Fifth Ave., New York 17, N.Y., has made available without charge on request.

With wage controls, and a severe manpower pinch likely, management will be more liberal in installing food services as a fringe attraction in the competition for hands. This thinking is well expressed by the personnel services director of General Motors Corp. which has doubled its food service facilities since the war:

"We put in plant food services with the same philosophy that we enclose docks, build locker rooms, and hire ventilating and lighting consultants. We aren't trying to make industrial feeding pay out in terms of higher productivity in dollars and cents. We're satisfied if it helps morale."

Beautiful **WHITE BREAD**

made with **Wytase**  
REG. U. S. PAT. OFF. DOUGH WHITENER

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.

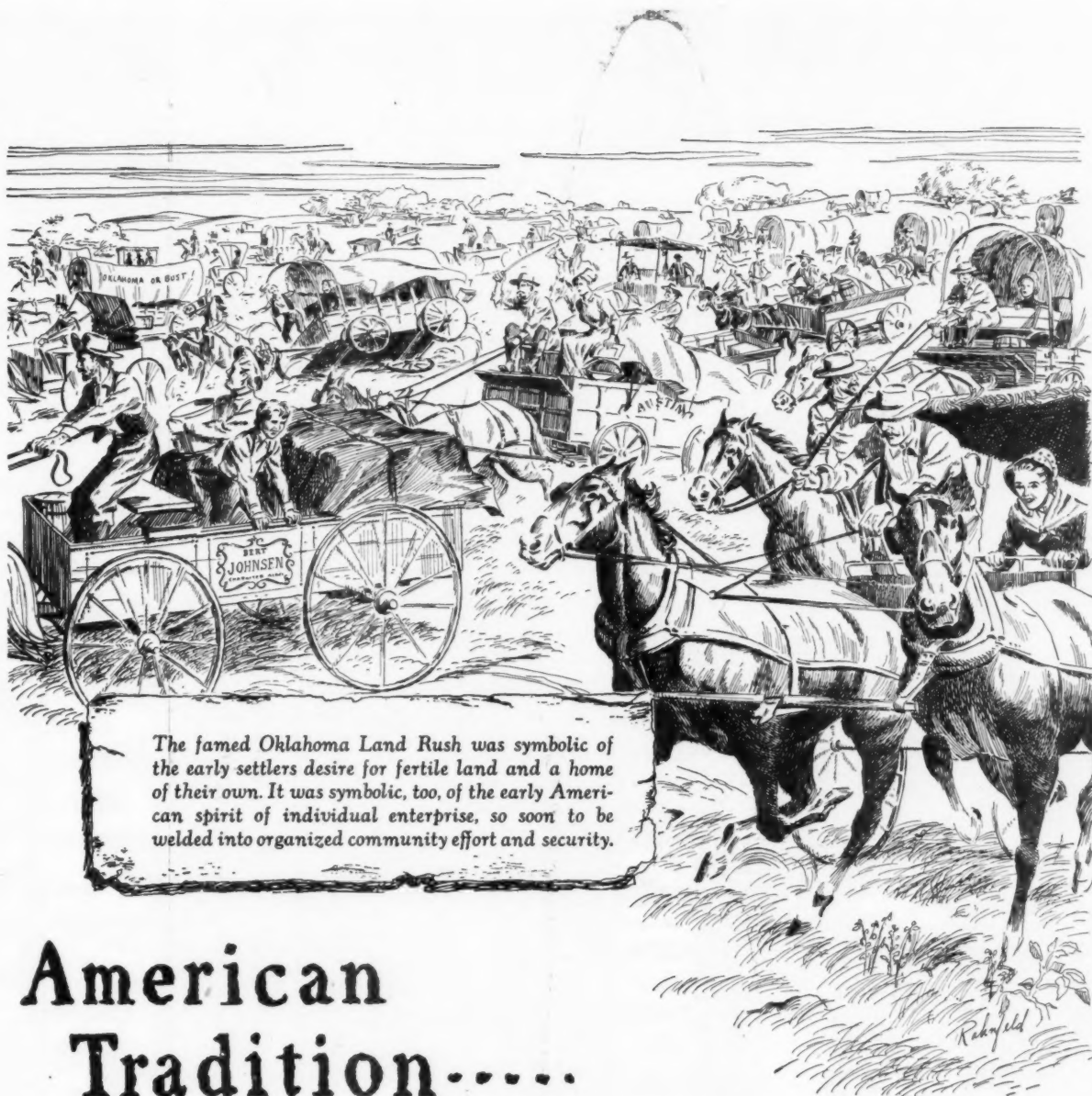
"That's the best bread I have seen in many a day," said the visitor enthusiastically as he walked through one of America's newest bakeries... "And for many a day," replied the superintendent proudly, "our bread has been of the same high quality."

Wytase was an ingredient of this beautiful white bread. It helped produce better bread in the old plant and better bread in the new bakery, too.



J. R. SHORT MILLING COMPANY, 20 North Wacker Drive, Chicago 6, Illinois





The famed Oklahoma Land Rush was symbolic of the early settlers desire for fertile land and a home of their own. It was symbolic, too, of the early American spirit of individual enterprise, so soon to be welded into organized community effort and security.

## American Tradition.....

The bringing together of independent milling companies into larger groups for better organized service to the baking industry is likewise typical of the American Way of Life.

Flour Mills of America, for example, combines under one executive control the splendid milling facilities and experience of many individual milling companies.

Vast supplies of good wheats, from the thirteen million bushels of mill and elevator storage capacity, facilitate selection of those wheats required for milling into the finest of bakers' *Performance Flours*.

Careful scientific and technical controls through every step in milling — and final testing for uniformity in baking performance — are further guarantee of bakers satisfaction in their use. They are your dependable source of *Performance Tested Bakers Flours*.

# Flour Mills of America, Inc.

KANSAS CITY, MISSOURI

Kansas Flour Mills Co., Kansas City, Missouri; Great Bend  
Fort Scott, Larned, Kansas; Alva, Oklahoma.  
Valier & Spies Milling Co. and Sleepy Eye Mills, St. Louis, Mo.



*The world over!*

**"Standard" Flours**

are

**UNIFORM FLOURS**  
OF HIGH QUALITY



Wire or phone  
for prices now



GENERAL OFFICES:  
CHICAGO 6, ILLINOIS

★ "Standard" flours are milled from choice selected wheats... wheats that are bought and stored in the mill's own elevators when the cream of the crop is available. "Standard's" know-how gained from 109 years' milling experience guarantees flours of unsurpassed uniformity and quality. Try them for uniformly good bread.

**STANDARD** MILLING  
COMPANY  
**BAKERY FLOURS**



## Eight Groups Back Pacific Northwest Bakers Conference

PORTLAND, ORE.—Eight organizations are joining forces for the annual Pacific Northwest Bakers Conference scheduled to be held here April 21-23 at the Multnomah Hotel, according to W. R. O'Brien, Standard Brands, Inc., program chairman.

Three chapters of the American Society of Bakery Engineers—the Oregon, Western Washington and Inland Empire—are sponsoring the three-day event. Working with the chapters are the Oregon Bakers Assn., Oregon Retail Bakers Assn., Bakers of Washington, Washington Retail Bakers and Montana Bakers Assn.

J. C. Crawford, secretary-manager of the Oregon Bakers Assn., Portland, will officially open the conference April 21. Portland's woman mayor, Dorothy McCullough Lee, will deliver a welcome greeting and will be followed by the introduction of conference secretary, Roger Williams, Master Bread Co., Salem.

Mr. O'Brien will present an outline of the program and will introduce Fred L. Cobb, Cobb's Sunlit Bakery, Green Bay, Wis., who will discuss "Observations of Certain Matters."

Douglas McKay, governor of Oregon, will be guest speaker at the noon luncheon and will be introduced by Grover Hillman, Cherry City Bakery Co., Salem, Ore.

E. D. Davidson, Davidson Baking Co., Portland, will preside over the April 21 afternoon session. Speakers will include: Victor E. Marx, secretary, American Society of Bakery Engineers, Chicago, "Bread Standards"; Arthur Jordan, Jordan's Bakery, Tacoma, Wash., "Wholesale Bread"; Le Connie Stiles, Jr., Seattle, "Production of Yeast Raised Sweet Goods"; Dan McQuade, J. R. Short Milling Co., Portland, "Pass a Laugh Along." The afternoon program will conclude with a panel discussion of production chairmen by Howard Lightner, Ann Palmer Bakeries, Portland.

The "Early Birds Breakfast" will convene at 7:30 a.m. April 22 and will be chairmaned by Wes Fenning, Fenning's Bakery, Portland, and John W. Walk, J. B. Kisky Co., Portland.

William Allen of Eugene will chairmen the April 22 morning business session. Harvey G. Rogers of Kansas City will discuss "People"; Ludwig Reimers, San Francisco, "Significance of Flour Tests and Flour"; G. H. Ekstedt, New York, "How Mixed Up Can You Get." Allen Welch of the Bakery Consulting Service, Portland, will head up a panel discussion on equipment.

Justin Albers, Albers Baking Co., Bellingham, Wash., will conduct the April 22 afternoon session. Ed Creety, San Francisco, will discuss "Cost Analysis and Accounting" and Fred G. Wheeler, Chicago, will speak on "Frozen Bakery Products." Bob Main, Consumers Yeast Co., Seattle, will talk on "Formulae Balance of Cakes."

The annual big party will be held the evening of April 22 in the Rose Bowl of the Multnomah and will be chairmaned by Walther Schall, Crown Mills, Portland.

Glen Day, Fred Meyer Stores, Portland, will be chairman of the April 23 morning conclave. Speakers are to include G. W. Rynerson, Portland, "Sanitation"; Charles Ener, Coast-Dakota Flour Co., San Francisco, "Prepared Sweet Goods Mixes for

Bakers"; J. W. Hunt, Portland, "Importance of Financial Analysis." Mr. Day will also chairman a concluding panel on packaging and wrapping.

E. C. Sammons, president of the United States National Bank with headquarters in Portland, will speak on "We Can't Spend Ourselves Rich" at the April 23 luncheon.

Sam Porco, S. P. Bakery, Portland, will be chairman of the April 23 afternoon events and will introduce B. E. Godde, Godde Pastry Shoppe, Battle Creek, Mich.

Walter Frey, Procter & Gamble, San Francisco, will discuss "The

Three Ring Circus." The evening of April 23 will be devoted to a presentation of various phases of retail selling and will be concluded by entertainment and refreshments.

—BREAD IS THE STAFF OF LIFE—

## MAINE MACHINE NAMES A. NELSON AUSTIN

LOS ANGELES—A. Nelson Austin has been named a representative of the Maine Machine Works of Los Angeles and New York, and will represent the firm in Ohio, West Virginia and Kentucky.

Long associated with the baking

industry in the manufacturing and selling fields, Mr. Austin spent 21 years with a large equipment maker before going into sales.

—BREAD IS THE STAFF OF LIFE—

## NESTLE MERGER

NEW YORK—Unilac, Inc., parent organization in the Nestle group of companies in the Western Hemisphere, has announced that its two U.S. subsidiaries, the Nestle Co., Inc., of Colorado Springs, and Nestle's Chocolate Co., Inc., of New York City, will be merged into a single company to be known as the Nestle Co., Inc.

**PROTECT  
FLAVOR  
OR  
AROMA**



...with tailor-made **Riegel** papers

A few things **RIEGEL** can do for you ...

- ▶ Keep products dry
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- ▶ Retard rancidity
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- ▶ Seal with heat or glue
- ▶ Provide wet strength
- ▶ Stop grease penetration
- ▶ Retain aromas, flavors
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RETAINING FLAVOR OR AROMA is a problem that often arises in functional packaging. It is a problem Riegel has solved for many different products such as candy, coffee, soap and drugs. What is right for one product is seldom right for another. In one case the answer may be a standard glassine or greaseproof ... in another it may be a special triple laminated paper. Whatever the answer may be, Riegel can usually tailor-make the right paper ... quickly, efficiently, economically. Just tell us what you want paper to do for you. Write to Riegel Paper Corporation, P.O. Box 170, Grand Central Station, New York 17, N. Y.

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FUNCTIONAL PAPERS FOR PROTECTIVE PACKAGING

▶ WRITE FOR SAMPLE BOOK

In the . . .

# Industry Spotlight

. . . by Bill Lingren

## Are We Selling Bread, or Bicycles?

The wholesale bread industry has suffered frequently and seriously from a "merchandising deficiency" disease which manifests itself in give-away premiums. The disease generally occurs in times of sales stress, beginning in a localized market area and sometimes spreading rapidly. It is a very contagious disease and wholesale bakeries operating in competition with a bakery which has contracted the "sales sickness" can avoid it only by temporary "isolation." Even in isolation, however, the bakery which refrains from entering the premium parade is hurt, sales-wise and profit-wise.



Bill Lingren

Nothing good comes from these periods of blight. Bakers who race to see how fast they can give away their shirts may gain sales volume temporarily, but they find these gains disappear quickly when competitors up the ante with a more expensive premium. Eventually, when the disease has run its course, the market situation settles down to about where it was when the trouble started.

These comments are not new or original. They have been brought out before in this magazine and in the

other baking industry publications. They have been voiced by industry leaders at national conventions.

Regardless of these warnings, the premium disease continues to plague the wholesale bread industry with spotty outbreaks. We are now getting reports of new premium fights in certain markets. Everything from balloons to bicycles is being given away in exchange for bread wrappers.

The best advice a doctor could give to "premium-infected" patients is: "Take a look at history; then think twice before contributing to the infection."

## "Good for One Large Loaf"

Speaking of premiums, an old-time bread chip showed up recently. It was brought to our attention by Lloyd Kolby, St. Paul baker, who found it in the possession of Robert Zerban, Sr., Hopkins, Minn., a relative by marriage of Mr. Kolby.

Mr. Zerban tells us that the bread chip, made of aluminum, was found in the streets of San Francisco following the great earthquake in 1906. He has been using it as a watch fob for many years and he is seen in the accompanying photograph holding it in his hand.

The chip is a little larger than a quarter. On one side are the words: "Good for One Large Loaf, J. J. Wright & Co." On the other side is the name: "Golden Krust Bakery, Berkeley."

Does anyone else have a sample of this type of premium?

## ASBE's One Great Purpose

"The ASBE's one great purpose is to contribute to the greater development of the baking industry."

These were the words of Earl B. Cox, Helms Bakeries, Inc., Los Angeles, as he delivered the president's address at the opening session of the 28th annual meeting of the American Society of Bakery Engineers in Chicago last month.

"The production of the country's baked foods is in the hands of specialized, highly trained men and women to whom baking is a life work and who work constantly for improvement in baked foods," Mr. Cox continued.

The ASBE president thus pointed

up the great importance of the production man in the baking industry picture, and the great importance of the ASBE in the association picture.

Mr. Cox went on to urge that the baking industry and the production men need more imagination and glamour in their daily life, comparing the production superintendent to a coach of a "team of co-workers." His skill in welding them together is the criterion of his ability, Mr. Cox said, in stressing that the industry's crying need today is for "those above-the-average co-workers who will put out that extra effort."

In these days when production efficiency and the maintenance of quality are so important, no other words could be so true.

—BREAD IS THE STAFF OF LIFE—

## EXPANDED AD PROGRAM

CHICAGO—The Fresh'nd-Aire Co. of Chicago will embark on an expanded national advertising and sales promotion program in 1952, H. Hartmann, general manager, has announced. Hayden Kelly has been named as advertising manager, and the firm has selected O'Grady, Andersen & Gray, Chicago agency, to handle the advertising activities.

—BREAD IS THE STAFF OF LIFE—

## ENRICHMENT STRESSED ON STERWIN PROGRAMS

NEW YORK—Sterwin Chemicals, Inc., will continue, as in the past, to lend the fullest cooperation to the Bakers of America Program of emphasizing the value of flour and bread enrichment to the consuming public, according to P. Val Kolb, president of Sterwin.

In its 1952 campaign, Mr. Kolb noted, the Bakers of America have chosen radio as their major promotional medium. He pointed out that Sterwin had begun radio support on Nov. 29 of the association's objectives on the "Ladies Fair" program. This program, sponsored by Sterling Drug, Inc., of which Sterwin is a subsidiary, is broadcast daily over the 535 stations of the Mutual Broadcasting Co. Short plugs for enriched bread and flour are worked into the theme of the program three times weekly. Announcements of the program, which will continue on the air indefinitely, have gone to approximately 4,000 baking and milling firms.



Mr. Zerban and Bread Chip



**NEW SIEBEL BUILDING**—The J. E. Siebel Sons' Co. and its education division, the Siebel Institute of Technology, is constructing a new building in Chicago, it has been announced by Fred P. Siebel, Jr., president. The move has been made necessary because of the growth of the firm and the fact that location of a new highway prevents expansion at the present site. The Siebel building will be two stories high with a frontage of 185 ft. and a depth of 148 ft. It will have a total floor area of approximately 40,000 sq. ft., which is considerably more than the present building. The portion of the building housing the offices and laboratories will be constructed of reinforced concrete and will be set well back from the property line, allowing for landscaping. The rear portion of the building, housing the bakery products division, will be built of structural steel and concrete. The first floor will house executive and general offices, a conference room and technical laboratories and offices. The second floor will contain a meeting room, a baking research laboratory, library, an experimental bakery, offices of the Siebel Publishing Co., publishers of The Bakers Digest, a club room and a staff dining room.



**BAKERS CLUB OF BOSTON ELECTS**—G. W. Beane, Hank's Bakery, Stoneham, Mass., has been elected president by the Bakers Club of Boston. He will be assisted in 1952 by Kenneth Mullen, Hazel's Bakery, Allston, who was chosen first vice president, and Philip Sheehan, Sherman Paper Products Co., Newton, who was chosen second vice president. Seth Wood, E. M. Noel Co., was elected treasurer and James Mackey, assistant secretary of the New England Bakers Assn., was elected secretary. Four new directors were named to the board for two year terms: Mike Vrotsos, Apollo Cake; Murray Wilshire, Fairfield Products; Fred Stritzinger, Continental Baking Co., and Joseph Coughlan, the Lockwood Co. The board of directors announced that Walter Dietz, now of OPS, who was a charter member of the association and its initial president has been elected to honorary membership. Left to right above are Mr. Mackey, Mr. Beane, Mr. Mullen, Mr. Sheehan and Mr. Wood.



## ROBINSON QUALITY FACTS

Our natural wheat supply territory in northwestern Kansas grows the best baking hard winter wheats in the world.

We get virgin, country-run wheat from this territory directly from our own country elevators and we can buy freely also in our Salina market which draws from this area.

This background of choice baking quality is readily apparent in the excellence of Robinson flours in the bakery.

**The ROBINSON Milling Co.**  
SALINA, KANSAS  
MILLING CAPACITY 2,700 CWTs.  
GRAIN STORAGE 1,350,000 BUS.

*The Standard Others  
Strive to Reach*  
**WHITE SWAN  
FLOUR**

SPRINGFIELD MILLING  
CORPORATION  
580 GRAIN EXCHANGE AT 6339  
MINNEAPOLIS • MINNESOTA  
Mills at Springfield, Minn.

*For Quality, Economy and Reliability, Use*  
**BROWN'S HUNGARIAN**  
*America's Premier Cake Flour*  
**BROWN'S HUNGARIAN CORPORATION**  
25 Broad Street New York City

**Fort Morgan Mills**  
Family and Bakery Flour  
Milled only from the very choicest  
Colorado highland wheats  
FORT MORGAN -- COLORADO

**"Golden Loaf"** That's Our Brand—  
The Flour with the Doubt and  
Trouble left out  
TENNANT & HOYT COMPANY  
Lake City, Minn.

**"DIAMOND D"**  
A High Grade Baker's Spring Patent  
Milled Under Laboratory Control  
from Montana Spring Wheat  
Sheridan Flouring Mills, Inc.  
SHERIDAN, WYOMING

### OREGON BAKERS, ALLIEDS ANNOUNCE GOLF SCHEDULE

PORTLAND, ORE.—The first tournament of the Oregon Bakers and Allied Trades Golf Club for 1952 was held at the Glendoveer Golf Course March 26, according to Cornish Burt, Hawthorne Electric Bakery, president of the club.

Highlights of the coming season will be the second annual match of the club with the Washington Bakers and Allied Trades Golf Club June 18, Columbia-Edgewater Country Club, Portland, and the annual steak fry, traditionally held in conjunction with the July tournament at the Mt. Hood Golf and Country Club, Welches, which this year is slated for July 23. The club will also promote the annual bakers' picnic, first Sunday in August, at a place to be announced.

Dates and places of the tournaments, other than those of March, June and July, will be: April 30, Portland Golf Club; May 28, Broadmoor Golf Course; Aug. 27, Forest Hills Golf Club, Cornelius, Ore.; Sept. 24, Glendoveer Golf Course; Oct. 22, final tournament, Broadmoor Golf Course.

Officers for the current year are Mr. Burt, president; Floyd Dixon, Dixon's Pastry Shop, Oregon City, vice president; Eddie Wampler, Northwest Hotel Supply Co., Portland, secretary-treasurer; Walther Schall, Crown Mills, chairman of the handicap committee, and Sam Porco, S. P. Bakery, Portland, chairman of the entertainment committee.

Mr. Schall will be assisted by Harry Roges, Gray & Co., Portland, and Stan Mansfield, United Fruit & Produce Co., Portland.

—BREAD IS THE STAFF OF LIFE—

### WISCONSIN GROUP ISSUES PAMPHLET

MILWAUKEE — The Wisconsin Bakers Assn., Inc., has published an attractive four-fold pamphlet entitled "Why Stand Alone?" in which the varied association services now available to the membership are listed and briefly explained.

The cover of the booklet carries a drawing of a baker and the seal of the state group, along with a definition of a trade association. Inside pages note that "the WBA is purely a service organization. It is the only organization in Wisconsin to which bakers can turn for impartial assistance in matters which affect their business. It is a clearing house for reports and information on all aspects of the baking business through the year."

Among the services the Wisconsin association now provides for members is bookkeeping and cost accounting, tax and reporting service, group insurance, bulletin service, regional meetings, legislative, annual conventions and labor relations.

—BREAD IS THE STAFF OF LIFE—

### WAGE DIFFERENTIAL

OMAHA—A night shift differential of 10¢ an hour for 511 employees of five Omaha and one Council Bluffs, Iowa, bakeries has been approved by the regional Wage Stabilization Board at Kansas City. The minimum work day was changed from five to six hours. The ruling was on a petition submitted jointly by the companies and Local 215 of the Bakery and Confectionery Workers International Union of America (AFL). The firms involved: P. F. Petersen Baking Co., Cottage Donuts, Inc., Continental Baking Co., Schulze Baking Co. and Omar, Inc., all of Omaha, and the Quaker Baking Co., Council Bluffs.

## LA GRANGE FLOURS

La Grange Flours, whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the half century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

*You can depend on  
LA GRANGE FLOURS*

**LA GRANGE MILLS**  
Red Wing, Minnesota

## "CREMO"

*Just the Cream of Hard Wheat*

ALSO SEMOLINAS

**CROOKSTON MILLING COMPANY**  
CROOKSTON, MINN.

"ROCK RIVER" RYE

"OLD TIMES" BUCKWHEAT

## "BLODGETT'S" RYE

*All Grades—From Darkest Dark to the Whitest White  
—Specially Milled by the Blodgett Family—Since 1848*

**FRANK H. BLODGETT, Inc., Janesville, Wisconsin**

*May We Serve You?*

**E. P. MITCHELL COMPANY**

SERVING  INDUSTRIES  
MILLING AND BAKING

DWIGHT BUILDING, KANSAS CITY, MO.

## Centennial FLOURING MILLS CO.

GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.

DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT

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Millers of Hard and Soft Wheat Flour

DAILY CAPACITY 4,200 CWTs. SACKS



**MRS. BAIRD'S TO BUILD IN DALLAS**—Roland W. Baird, vice president and treasurer of Mrs. Baird's Bakeries, Inc., has announced that a completely air-conditioned two story reinforced concrete structure will be built on a six-acre site in Dallas, said to be the largest and most modern bread baking plant in the Southwest. This new bakery is designed for the most efficient and uniform production of bread, utilizing the newest in equipment and production methods. Mrs. Baird's plans for the erection of a new bakery in Dallas were begun immediately after World War II. The plant site was selected in 1949, and machinery and equipment were purchased over a year ago.

## Applications for AIB Class Reviewed

CHICAGO—As the committee on admissions reviews the applications for enrollment in the 62nd general course at the American Institute School of Baking, to be given Aug. 4 through Dec. 19, it is evident that applicants are aware of the value of this special training, the committee reports. Representative of this general awareness are the applications received from a man with 24 years of baking experience, with a desire for greater information on baking science and technology; applications from college graduates who have had either military training in baking, or who have worked in bakeries during school vacation periods. All of these want to make the baking industry their field of work, and they are enrolling in the general course at the institute to upgrade themselves in one or another, or in all phases of it.

The applications have been received from interested men in a wide geographic area—11 states and two foreign countries. The latter are from Colombia and Japan.

The Japanese applicant is from one of the largest bakeries in Japan, and has had over 10 years baking experience in Tokyo. He was recommended to the institute by Dr. Yuzo Toh-

yama, chief of the food control division of the National Institute of Health in Tokyo. The Colombian was recommended for consideration by Theodore Malyn, a graduate of the institute in the 60th class. Mr. Malyn formerly was an employee of a large baking concern in Bogota, Colombia.

A number of applicants for admission to the course are military veterans. Information concerning the classes, both general and special, is available upon application to the registrar, American Institute School of Baking, 400 E. Ontario St., Chicago 11, Ill.

—BREAD IS THE STAFF OF LIFE—

## OLIN ANNOUNCES 5 NEW RESEARCH APPOINTMENTS

NEW HAVEN, CONN.—Five appointments within the research and development department of the Olin cellophane division, Olin Industries, New Haven, have been announced by Edward Hartshorne, department manager.

Dr. Charles H. Hofrichter, Jr., was appointed research section chief; Dr. William E. Mydans, in charge of evaluating marketable values of film properties; Fred H. Olsen, in charge of packaging development; S. Jackson Wommack, Jr., film development section chief, and Michael Karelitz chief, engineering section.

Dr. Hofrichter, former DuPont research chemist in the fields of cellophane and new films development, is a native of Cleveland, Ohio. Dr. Mydans, previously with Ecusta Paper Corp., Olin subsidiary, was also engaged as an independent chemical and industrial consultant.

Mr. Olsen, formerly with Ecusta, Monsanto Chemical Co. and Maxson Food Systems of New York, is from Alton, Ill. Mr. Wommack, a former Monsanto project engineer, is a native of Stratford, Mo., and lived in St. Louis. Mr. Karelitz was formerly with the Perkin-Elmer Corp. and General Precision Laboratories.



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ARKANSAS CITY FLOUR  
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Capacity 14,000 Sacks Daily

SOUTHERN OFFICES: Memphis, Tennessee

One Ideal source of supply for all your flour needs

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# PERFORMANCE determines Cost

## HOW MIGHTY IS A PENNY?

Every successful baker is, and necessarily must be, a good business man. In the highly competitive baking industry, the difference between success and failure sometimes hinges on as little as a fraction of a penny in unit costs.

Those bakers who have installed cost accounting methods are discovering mighty interesting facts about ingredient costs. Take Midland Flours, for example.

The outstanding shop performance of Midland Flours means lowered production costs all the way down the line. Milled in accordance with *scientific* control standards, the name "Midland" is your absolute assurance of uniform baking results . . . means increased sales, too, through quality baked goods with increased consumer appeal.

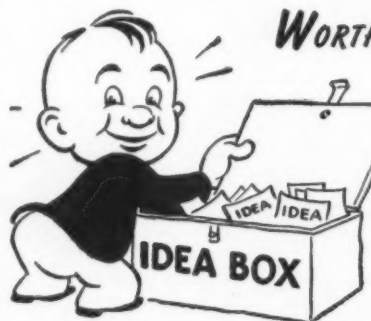
It's just good business to use uniform-milled flours by Midland.



**Town Crier  
FLOUR**

UNIFORM-MILLED FLOURS BY

**THE MIDLAND FLOUR MILLING COMPANY**  
NORTH KANSAS CITY, MO.



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**NEW PRODUCTS**  
**NEW SERVICES**  
**NEW LITERATURE**

A reader service feature announcing the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Further information on any of the items discussed in this department may be obtained by writing the Reader Service Department of:

**The American Baker**  
 118 So. 6th St. Minneapolis, Minn.

**No. 2329—Floor Care Folder**

Multi-Clean Products, Inc., has issued a two-color folder describing its line of floor machines and attachments. The folder contains illustrations of the firm's products, along with their specifications and directions for use. Pictures of the machines in operation also are shown. Also listed are the floor liquids manufactured by the firm. For more information circle No. 2329.

**No. 3227—Raisin Ad Tie-ins**

Tie-in materials for use by bakers in coordinating advertising and merchandising plans with the national consumer advertising of bakery products with raisins are being offered by the California Raisin Advisory Board. Colorful bread rack hangers, ad headings, ad spots and sample

radio commercials are available free. The materials are designed as tie-ins with the raisin group's consumer ads appearing in McCall's, Woman's Home Companion and Better Homes & Gardens featuring raisin bread toast. For further information, circle No. 3227 and mail the coupon.

**No. 2325—Equipment Brochure**

The Island Equipment Corp. has announced the standardization of its brochure containing literature of the equipment it manufactures along with a photographic story of the facilities and personnel of the company. The brochure contains the latest catalogs which give details, specifications, drawings, photographs and lists of users of the equipment. Included in the presentation are items of equipment for bakeries. For copies, circle No. 2325 on the coupon.

**No. 3228—Delivery Truck**

A new, house-to-house bakery delivery truck, now available through Chevrolet dealers, has been announced by Universal Sales, Inc., according to J. D. Burke, sales manager of the firm.

The new truck, known as Cee-Line model C-B, is designed for mounting on the Chevrolet flat face cowl chassis, model 3602 or 3802. Its construction features include an all-steel body; low, drop-frame cross-aisle for service in or out of either side of the unit; parallel, smooth steel lining suitable for attaching shelf angles, and double 30 in. full-opening piano-hinge rear doors that fold around the side of the truck. Descriptive literature, complete specifications and prices are available. Circle No. 3228 and mail the coupon.



WLI—1 col art to come 3229

**No. 3234—Equipment File Folder**

The Petersen Oven Co. has issued a file folder designed to hold specifications and other information concerning the firm's bakery equipment. The folder contains present Petersen literature and specifications, and as new ones are issued they will be sent to replace the old.

Included in the equipment manufactured by the firm are ovens, depanning equipment, conveying systems, icers, sack stackers and coolers. For more details on the file folder circle No. 3234 and mail the coupon.

**No. 3230—Uniform Fabric**

Work uniforms made of "Orlon," now are available on large commercial scale, according to David A. Travis, president of Travis Fabrics, Inc., a firm that weaves the material. Uniforms made from "Orlon," the Du Pont acrylic fiber, are manufactured by Worklon, Inc., of a fabric engineered by the Travis firm.

Claims made for garments made from the product are unusually long life, good recovery from wrinkling and attractiveness. The material

comes in shirt and pants combinations, coveralls, laboratory coats, slack sets, dresses and other forms of wear. Uniforms made from the fabric were tested in plants making bakery goods, and the results showed that they would stand up under conditions that deteriorate other types of fabrics, the manufacturer states. For more details circle No. 3230 and mail the coupon.

**No. 3221—Bulletin on Floors**

The U.S. Stoneware Co. has released a bulletin entitled "How to Build Corrosion Resistant Floors," in which it discusses the uses of acid bricks and the application of different types of cement. The bulletin shows detailed drawings of various types of floors as well as photographs of installations.

The 16-page two-color bulletin also includes installation instructions and answers to typical questions on flooring. For copies circle No. 3221 and mail the coupon.

**No. 3229—Automatic Insect Control**

The Vapor Chemical Co. has issued literature about "Vapo-Swat" (combined with "Vapo-Tab") which the firm describes as an electronic instrument developed for elimination of



all flying insects and most crawling insects by vaporizing electrically the chemical lindane.

The unit is connected to an electrical outlet. The "Vapo-Tab" tablets each lasts seven days, giving automatic protection in an area of about 15,000 cu. ft., the company reports. The product is odorless, continuous,

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No. 2329	No. 3227	No. 3231
No. 3208	No. 3228	No. 3233
No. 3219	No. 3229	No. 3234

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**PIE-PAKS** . . . the dust-proof pie containers with an overall cellophane top to allow full visibility of your products and show your name prominently displayed — keep that "oven-fresh" flavor in your pies longer and reduce stales and damage



FOR SOFT PIES

returns to a minimum. Sturdily made of pure virgin pulp, chemically treated for sanitary purposes. Send for special low-cost trial order of 1000 Pie-Paks to Department E.



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## "David Harum" Special Bakers

Made from a carefully selected blend of Dark Hard Winter and choice Northern Spring wheats—**DIASTATICALLY BALANCED**

**STRONG—  
UNIFORM—  
EVENLY PERFORMING—  
FLOUR FOR BAKERS**

*Milled for Perfection  
—Not Price!*

*"Laboratory Tested  
For Fine Baking"*

**Lexington Mill  
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LEXINGTON, NEBRASKA  
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## "Sweet Cream" "Very Best"

Quality Flours

**W. J. JENNISON CO.**  
MINNEAPOLIS, MINN.

**BLAIR'S** *Certified*  
FLOUR FEEDS  
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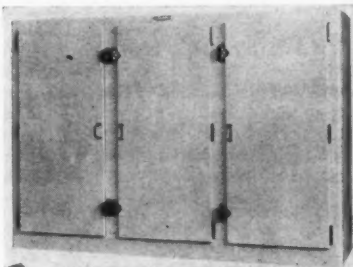
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A HIGH QUALITY  
WISCONSIN RYE FLOUR  
All Grades  
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BUSINESS CALLS FOR THE  
FINEST EQUIPMENT and MIX**  
**DOUGHNUT CORP. OF AMERICA**  
303 Seventh Avenue New York 1, N. Y.

automatic, nontoxic and stainless, it is claimed. For more details circle No. 3229 and mail the coupon.

### No. 3233—Bakery Freezer

D. A. Matot, Inc., has announced new interior and exterior design and construction in its automatically-defrosting bakery freezer. Exterior changes involve new style hinges, latches and door handles, with an



outside finish of Dulox, which, the firm states, will not chip.

The unit is built entirely of sheet steel, welded to produce a steel tank. Insulation is high-density fiber glass. Interior finish is easily cleanable, one-piece, seamless porcelain, with pan slides of steel, finished in black porcelain, according to the manufacturer. Units are available in two- and three-sections. Two-section unit has 60 pan capacity. Three-section unit has 90 pan capacity. Pan slides are placed two inches apart to provide for varying product heights. For more details circle No. 3233 and mail the coupon.

### No. 3231—Packaging Machines

Two of the newest automatic packaging machines developed by Haysen Mfg. Co. were shown in actual operation at the 21st National Packaging Exposition in Atlantic City, N.J. The new machines are of two types. One is the Haysen "V"-type underfold machine, which wraps baked goods such as coffee cakes and cinnamon buns. The machine not only wraps the items in cellophane, foil or other materials, but also forms a tight moisture proof seal to protect products, the firm reports.

The other new machine is the Haysen automatic accumulator and bundler, which accumulates several individual packages and wraps them into a bundle. For more details circle No. 3231 and mail the coupon.

### No. 3219—Food Sanitation Book

"Sanitation for the Food Preservation Industries," a new book published by the McGraw-Hill Book Co., offers a treatment of good house-keeping fundamentals for the commercial food industry. Reflecting the cooperative efforts of the Association of Food Industry Sanitarians and the National Canners Assn., the book outlines the organization, materials and procedures that are most effective in creating and maintaining good plant sanitation.

### No. 3208—Floor Resurfacer

A new type of floor resurfacing material is described in a bulletin recently issued by the Monroe Co., Inc. Known as Saf-T-Flor, the material can be applied over any solid wood or concrete floor, and it hardens overnight into a stone-like surface, according to the firm.

Be Proud of Your Job,  
as We Are of Ours, for

## "Bread is the Staff of Life"

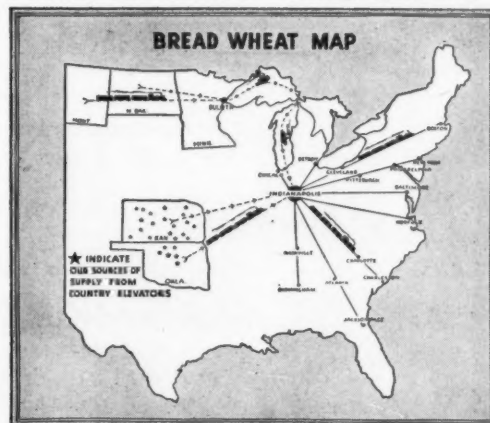


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The Consolidated Flour Mills Co.  
"In the Heart of Kansas"  
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**DRY MILK SOLIDS**  
direct from our farms to you

carefully  
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100 Park Avenue, New York 17, N. Y.  
OREGON 9-1230

## Southwest Bakers Make Change in Convention Dates

ALBUQUERQUE, N.M.—The annual convention of the Southwest Bakers Assn. will be held at Alvarado Hotel here April 19-21, which is a change from the original plans to hold the affair April 12-14 with headquarters at the Hilton Hotel.

Plans for the convention were discussed at a recent meeting of the board of governors of the association, executive committee, allied trades and bakers of the area.

Convention committee appointments were announced by Arch T. Hogan, co-chairman. Serving are Walter E. Laine, chairman, E. T. Gilkerson, co-chairman, and M. W. Stone, registration and reservation; T. A. Holm, chairman, and John Chiordi, co-chairman, entertainment; Jack Howard, chairman, and Dale Tetterington, co-chairman, buffet and food; Wilson Moreland, chairman,

and R. T. Howle, co-chairman, golf; Mrs. John Chiordi, chairman, and Mrs. E. T. Gilkerson, co-chairman, ladies committee; A. T. Hogan and Oren Landrith, sergeants-at-arms.

### —BREAD IS THE STAFF OF LIFE— COTTAGE BAKERIES EXPAND

HAYWARD, CAL.—Expansion of the house-to-house operations of the Cottage Bakery is represented in the new plant just occupied. A fleet of 40 trucks covers neighborhood routes in Contra Costa County communities. The production facilities are laid out in straight line style, with bread-making operations on one side of the production department and cakes and sweet goods on the other side.

### —BREAD IS THE STAFF OF LIFE— RESTAURANT MEN HEAR TALK ON SANDWICHES

MILWAUKEE—Quick and efficient methods of making and serving sandwiches in restaurants were summarized in an address given by Mrs. Ellen H. Semrow, director of the consumer service department of the American Institute of Baking, before a luncheon group of 125 members of the Wisconsin Restaurant Assn., March 5, at

Milwaukee. Speaking on "Production Line Sandwich Making," Mrs. Semrow listed necessary equipment, suggested time and effort-saving routines for preparing sandwiches, and emphasized the importance of careful handling of fillings as a safety factor.

Sandwich preparation routines given in the talk were developed by the institute's test kitchen. The food handling information, including the safe storage temperatures for fillings, is the result in part of studies made by the test kitchen in conjunction with the institute's bacteriological laboratory. Approximately 150 kits of material, containing sandwich information from the consumer service department, were distributed to the audience. Additional kits will be offered by the Wisconsin Restaurateur, publication of the Wisconsin Restaurant Assn. A story on Mrs. Semrow's talk was a full page feature in the Milwaukee Journal.

### —BREAD IS THE STAFF OF LIFE— OREGON BAKERY SOLD

PORTLAND, ORE.—The Keller Baking Co. here has been purchased by Langendorf United Bakeries, Inc., according to a recent announcement by Gene Keller, president. The Keller firm has been in operation in Portland for about 25 years and has 20 trucks operating on regular routes. The company handles a complete line of bread, pastries and cakes. No changes are planned in the operation by Langendorf.

### —BREAD IS THE STAFF OF LIFE— CONNECTICUT BAKERS SCHEDULE CONVENTION

WEST HAVEN, CONN.—The Connecticut Bakers Assn., Inc., has announced that its spring meeting will be held at the World War II Memorial Bldg. here, April 21.

The "Show-How" demonstration, scheduled for the session, will present two top-level experts on sweet goods and cake decorating. The demonstration will be held from 2 to 5 p.m. with a social hour following. No evening program is scheduled.

### —BREAD IS THE STAFF OF LIFE— SHELLMAR APPOINTMENT

MOUNT VERNON, OHIO—W. E. Gamron has been named to head up a new sales department of Shellmar Products Corp. Well known in the paper trade through his 12 years of experience with the Union Bag & Paper Corp., Mr. Gamron for the past six years has been vice president of the Boom Electric & Amplifier Co. of Chicago.



Carl Hornkohl

### MAINE MACHINE WORKS NAMES REPRESENTATIVE

LOS ANGELES—The Maine Machine Works of Los Angeles and New York has announced the addition of the Carl Hornkohl Co., Chicago, to its national group of representatives. The company will represent Maine Machine Works in Michigan, Illinois and Indiana.

Carl Hornkohl is executive director of the Allied Trades of the Baking Industry and a member of numerous other trade organizations. The Maine Machine Works is manufacturer of Hartman slicers and Yeast-O-Lators.

### —BREAD IS THE STAFF OF LIFE— CARL F. OBENAUER JOINS BEATRICE FOODS FIRM

CHICAGO — Carl F. Obenauf recently joined the Beatrice Foods Co., Chicago, as manager of the special products division. Mr. Obenauf replaced William B. McKinney, former manager of the special products division, who joined C. P. Gundlach & Co., New York.

Before coming to Beatrice, Mr. Obenauf was with the Thomas E. O'Neil Co., Chicago. Previous to that he was assistant plant manager of the National Milk Sugar Co., division of the Borden Co., Boscobel, Wis. He also was manager of the Page Dairy at Angola, Ind.

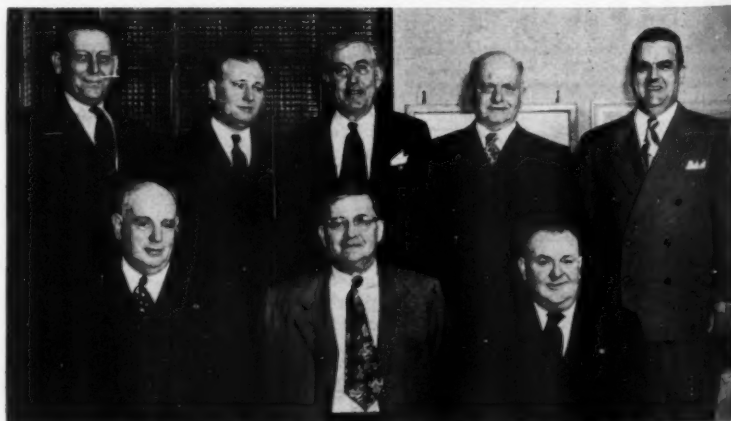
  
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**FREUND VETERANS**—Thirty-two veteran employees of the Walter Freund Bred Co., St. Louis, were honored at a dinner Jan. 22 at the home plant of the company. Receiving \$100 bonds for 30 years' service were, left to right in front row above, August Dietrich, John Schneider and Frank Thornhill. Employees who received gold watches for 25 years of service are shown in the back row. From left to right, they are Edward Kemper, Edmund Zobel, Arthur Stosberg, Conrad Fuhrman and Arthur Finke.



## W. E. Long Conference for Managers Set for Chicago, June 16-17

CHICAGO—The 38th W. E. Long Co. General Managers' Conference is scheduled for June 16-17 at the Edgewater Beach Hotel here. The meeting is held annually for leaders among the independent bakers of the U.S. and Canada.

"Today's Challenge to Management" is the theme of the intensive two-day program. The conference will present an opportunity for the bakers to study objectively the increasingly complex problem of carrying on business with benefit to the community, satisfaction to the employee and profitable achievement to management itself, the firm states.

—BREAD IS THE STAFF OF LIFE—

## Packed Program Set for Fourth Annual Bakers Forum

LOS ANGELES—Viewed from any angle the fourth annual Bakers Forum will be a major event when it is held April 15-16 at the Huntington Hotel in Pasadena. In true Hollywood tradition publicity has been utilized to focus attention on southern California's headline event in the baking industry.

The principal address of the two-day forum will be given by Bernard E. Godde, Godde's Pastry Shoppes, Battle Creek, Mich., and president of the Associated Retail Bakers of America. His subject will be, "The Future's Challenge to the Baker."

Bakers will be welcomed on Tuesday afternoon by Gordon Merchant, Merck & Co., and president of the Allied Trades of the Baking Industry of Southern California. The forum will be called to order by James Dougherty, Sugar Products Co. and general chairman. Mayor Alton E. Abernathy of Pasadena will extend civic greetings to the forum.

The evening session will be opened by the talk on "A Realistic Approach to Bakery Advertising" by George Wolfe, Tom Clark of California, followed by Mr. Godde's address. Other evening talks will be those by Carl Pickering, Mrs. Conkling's Bakery, San Diego, on "Improving Bakery Personnel and Sales Through Character Analysis"; and G. H. Ekstedt, Standard Brands, Inc., New York, on "How Mixed Up Can You Get?"

The Wednesday afternoon session will open with a panel on "Fresh Frozen Bakery Goods." Those serving on the panel will be Tony Mickel, Federal Refrigerators, Waukesha, Wis.; D. A. Matot, D. A. Matot, Inc., Chicago; Erick Zeisman, J. H. Batteiger, Los Angeles; Hugo Ebmeier, Ebmeier's Swiss-French Bakery, Montrose; Chris Weiss, Bellflower Bakery, Bellflower, and Manuel Broder, Delight Bakery. The latest news on bread standards will be the subject of the address by Victor E. Marx, secretary-treasurer of the American Society of Bakery Engineers.

—BREAD IS THE STAFF OF LIFE—

## ST. LOUIS PRODUCTION MEN HEAR L. E. CASTER

ST. LOUIS—Louis E. Caster, Keig-Stevens Baking Co., Rockford, Ill., and chairman of the board of the American Institute of Baking, Chicago, explained the functions of the industry's research institution to the Greater St. Louis Bakery Production Club recently.

At the monthly meeting of the

group at the Congress Hotel, Mr. Caster explained in detail the various training courses now available to members of the baking industry, including the two new courses on personnel management and the simple mechanics of bakery machinery.

Mr. Caster brought out that the baking industry has been slow to realize as the cost-of-living standard rises, the baker experiences increased competition for the consumer's dollar. A definite, well-planned program is urgently needed, he explained, to combat this competition as well as detrimental publicity against bakery products.

—BREAD IS THE STAFF OF LIFE—

## CALIFORNIA ASBE GROUP HEADED BY DALE WEBER, JR.

LOS ANGELES—Dale Weber, Jr., sales manager of the Weber Baking Co. and son of the founder and president, was installed as president of the Southern California chapter of the American Society of Bakery Engineers at the meeting at the Rodger Young Auditorium March 26. Other officers elected and installed were George Gugler, Ralph's Grocery Co. bakery, first vice president; John Darnell, Far West Distributors, second vice president, and Mrs. Minnie Bartlett, General Mills, Inc., secretary-treasurer.

For Mrs. Bartlett, the only woman to hold office in the American Society of Bakery Engineers, it was the start of her 21st term as secretary-treasurer. She became secretary to Ralph Gaylord, now a GMI executive in the home offices in Minneapolis, in 1928. He was secretary-treasurer at the time. When he was transferred to Minneapolis, she was elected to succeed him.

—BREAD IS THE STAFF OF LIFE—

## JOHN A. REVORD NAMED BY STERWIN CHEMICALS

John A. Revord has been named to fill the newly-created post of district manager of the Chicago office of Sterwin Chemicals, Inc., it has been announced by P. Val Kolb, president.

Mr. Revord has been associated with the company since 1943 as a sales representative covering the mid-western states. In his new capacity, he will supervise sales activities on behalf of Sterwin's products in North Dakota, South Dakota, Minnesota, Wisconsin, Michigan and parts of Indiana, Ohio, Illinois, Iowa and Nebraska. Service calls by Mr. Revord and his staff will be made on the baking, milling, confectionery, meat packing, flavor and pharmaceutical industries.

Mr. Revord's office is in the Chicago headquarters building of Sterling Drug, Inc., of which Sterwin is a subsidiary, at 445 Lake Shore Drive.

—BREAD IS THE STAFF OF LIFE—

## NEW YORK BAKERS CLUB LISTS 1952 GOLF DATES

NEW YORK — The Bakers Club, Inc., has listed its golf schedule for 1952. This includes tournaments April 22 at the Garden City Country Club, May 22 at Baltusrol Golf Club, June 12 at Sleepy Hollow Country Club, July 8 at Hackensack Golf Club, Aug. 5 at Winged Foot Golf Club, Sept. 23 at Ridgewood Country club and Oct. 23 at North Hills Country Club.

On Sept. 12-14 the club will join the Philadelphia Bakers Club in its outing at Galen Hall, Wernersville, Pa., in a tournament for the Lee Marshall Cup II.

## MINNESOTA ALLIEDS HEAR TALK ON FREEDOM FORUM

MINNEAPOLIS — Clarence Lindstrom, industrial relations department, Swift & Co., presented a "freedom forum" program at a meeting of the Minnesota Allied Trades of the Baking Industry, held March 28 in St. Paul. In his talk he outlined the dangers of increasing Socialism.

H. L. Kevern, Swift & Co., vice president, was in charge of the meeting in the absence of E. W. Scharf, General Mills, Inc., the president. J. M. Long, secretary of the Associated Bakers of Minnesota, reported on plans for the convention of that group to be held at the St. Paul (Minn.) Hotel May 12-13. Mr. Long also noted that the television program being sponsored by Twin City Bakers was a success.

—BREAD IS THE STAFF OF LIFE—

## NEW WESTCO BROKER

LOS ANGELES—Westco Products here recently announced the appointment of Rol Miller & Sons as the Westco broker in the St. Louis area. Southern Illinois and the Fort Smith, Ark., area is included.

## HIGH GLUTEN FLOURS

For Bakers

**The Morrison Milling Co.**

Denton, Texas

Emphatically Independent



Kansas City, Kan.  
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BAG MAKERS SINCE 1870

## GLOBE BAKERS FLOUR

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## Exceptional Bakery Flours

**TWELVE-40 NO-RISK PLA-SAFE**

THE ABILENE FLOUR MILLS CO.

ABILENE, KANSAS

Capacity 3,000 Cwts. Daily

Grain Storage 1,800,000 Bus.

All Grades

**RYE FLOUR**

1000 cwts. Flour—250 cwts. Meal

**GLOBE MILLING COMPANY**

WATERTOWN, WISCONSIN

**The Choice of the Finest Hard Wheats**

The only mill in this great terminal market, Universal consistently offers:

**BETTER SPRING WHEAT AND DURUM FLOURS**

**DULUTH UNIVERSAL MILLING CO.**  
Duluth, Minnesota

## ROYAL FLUFF-EAT-A

It pays to pick the right cake flour! Average flours really cost more than top quality flours like ROYAL FLUFF-EAT-A, which produces more finished cake per pound of flour. You get a richer, moister, longer-keeping cake with ROYAL FLUFF-EAT-A.

**VOIGT MILLING CO.**

Grand Rapids, Mich. Telephone 85991

## Lyon & Greenleaf Co., Inc.

MILLERS OF

High Grade Soft Winter Wheat Flour  
Plain and Selfrising

LIGONIER, IND.

NORFOLK, VA.

## The Williams Bros. Co.

Merchant Millers KENT, OHIO, U.S.A.

Specialists Ohio Winter Wheat Flour

All our wheat is grown on "Western Reserve" and bought from the growers at elevators we own and operate.

## Moore - Lowry Flour Mills Co.

Kansas City, Mo.

**PRECISION-MILLED FLOURS**

## CAHOKIA FLOUR CO.

ST. LOUIS, MO.



**AT THE ARBA CONVENTION**—The headline speaker at the allied luncheon, traditionally a highlight of the retailers' convention, is shown at the left above with two of the allied men in charge. Seated are William Gove, Minnesota Mining & Manufacturing Co., St. Paul, and J. E. McGinnis, Standard Brands, Baltimore, president of the Potomac States division of the Allied Trades of the Baking Industry. At the rear is J. Miles Decker, James M. Decker Co., Baltimore, master of ceremonies at the luncheon. The center illustration shows the skit used by Ray Thelen, Standard Brands, Inc., New York, to illus-

trate the proper methods of teaching shop novices. The "novice," nearest the microphone is J. J. Weiss, also with Standard Brands. A panel discussion of cakes and their merchandising featured the final session, as shown at the right. At the rostrum is William Thie, Virginia Bakery, Cincinnati; seated are William Jung, Pillsbury Mills, Inc., Springfield, Ill., and William Broeg, International Milling Co., Lindeboro, N.H. Standing are William A. Richards, Russell-Miller Milling Co., Minneapolis, and Harmlson E. Hale, General Mills, Inc., San Francisco. Imagination is the cake baker's chief stock in trade, it was said.

## ARBA Sidelights

(Continued from page 16)

U.S. Marines in Korea, appeared at the president's reception the evening of March 16 in his Marine officer's uniform. He made a special point to have his picture taken with the superbly endowed **Janet Leigh**, movie star who was honored at the reception, with the idea of sending copies of the picture to his buddies still in Korea. He figured it would either raise morale considerably or wreck it completely. Tom is the son of **H. J. Patterson**, Pillsbury Mills, Inc., Minneapolis.

More than 300 persons enjoying the talk given by **Bill Gove**, Minnesota Mining & Mfg. Co., St. Paul, at the allied luncheon March 18 thought something was going wrong with their eyes as he neared the end of his speech. What was happening was that the lights were being faded out to add emphasis to a selling story in the talk. At the light control panel was **Bill Lingren**, The American Baker, Minneapolis, who thus became known as the "man who doused the lights at the ARBA convention."

Golfers planning on participating in the ARBA links tournament on March 19, the final day of the convention, were greeted upon arising by a brisk rainstorm. The rain subsided later in the morning but the damage had been done and the golfing ideas were abandoned by most of the players.

A guided tour of the milling and baking investigation laboratory at the U.S. Department of Agriculture installation in nearby Beltsville, Md., was a feature of the March 19 convention program. About 30 persons made the trip under the guidance of **Philip Talbott**, marketing specialist of the USDA, Washington.

The three immediate past presidents of the Associated Retail Bakers of America make up the nominating committee, which this year suggested that the membership continue the 1951 officers in office to consolidate the gains their leadership had made possible. **Louis J. Dudd**, Dudd's Premier South Hills Bakery, Pittsburgh, was chairman, assisted by **Albert**

**Wiehn**, Wiehn's Bakery, Cleveland, and **John Benkert**, Benkert's Bakeries, Long Island City, N.Y.

The allied luncheon, one of the traditional highlights of the convention, again played to a capacity crowd this year. In charge of proceedings for the sponsoring allied trades group was **J. E. McGinnis**, Standard Brands, Inc., Baltimore, president of the Potomac States Division No. 3, Allied Trades of the Baking Industry. **J. Miles Decker**, James M. Decker Co., Baltimore, acted as master of ceremonies in introducing those seated at the head table and presenting the featured speaker, **William F. Gove**, Minnesota Mining & Mfg. Co., St. Paul.

Mr. Gove outlined his firm's formula for "sales success"—the desire to serve, the ability to tell a story about the benefits gained by using a product and the ability to suggest specific uses for the product, lumped together in the slogan, "Serve, Show, Suggest."

A society-page note was struck during the convention with the marriage of **Miss Shirlee McDonald** to **Milo Neldam**, son of Mr. and Mrs. G. Neldam, Neldam's Bakery, Oakland, Cal. Following the convention, which saw the new Mrs. Neldam attending several of the meeting sessions, the couple returned to Minneapolis, where Milo is studying baking under **A. J. Vander Voort** at the Dunwoody Baking School.

One of the largest crowds in the history of the ARBA was on hand the evening of March 16 for the President's Reception and dance honoring **Alben W. Barkley**, vice president of the U.S., and **Mrs. Irene Fisher**, Favorite Pastry Shop, St. Louis, "Miss Retail Bakery Salesgirl of 1952." A huge cake, decorated beautifully by **Clement Maggla**, was presented to the Vice President.

Also present at the reception were beautiful **Janet Leigh**, rising young motion picture star, and her husband, **Tony Curtis**, also in films.

During the March 16 Hollywood Star Playhouse, radio program sponsored by the Bakers of America Program, tribute was paid to the ARBA: "Each Sunday afternoon the Bakers of America across the nation present Hollywood Star Playhouse

through the cooperation of your baker—the man who helps you serve . . .

"Better meals through bakery foods!"

"Yes, how true that is . . . better meals through bakery foods. And today we salute the Associated Retail Bakers of America, who are meeting this week in Washington, D.C., for these are the bakers whose bakery shops in cities and towns, large and small, throughout the country, serve you with every conceivable kind of baked delicacy. Coffee cake, or caramel rolls for breakfasts . . . cupcakes, cookies or doughnuts for your youngsters' lunches . . . pie, cake or pastry for your dinner desserts . . . and always choice, fresh bread. So, for variety, convenience, economy—for daily good eating, depend on your baker to help you serve . . .

"Better meals through bakery foods."

**William Schoenleber**, Aunt Jennie's Bake Shop, Rochester, N.Y., is chairman of the ARBA by-laws committee, assisted by **Roland Aaker**, Central Bakery, Montevideo, Minn., and **Bernard Bowling**, Plehn's Bakery, Louisville. Mr. Bowling is also the new third vice president of the association.

The unusual number of resolutions introduced at the ARBA business meeting was drafted by the resolutions committee: **Walter R. Schuchardt**, Lake Forest Pastry Shop, St. Louis, chairman; **Frank E. Gant**, Quality Bakery, Spartanburg, N.C.; **L. Carroll Cole**, Cole Bakeries, Inc., Muskegon, Mich., and **William A. Quinlan**, general counsel.

Two prominent members of the baking industry, slated to speak on the ARBA convention program, were unable to appear—**Thomas L. Awrey**, Awrey Bakeries, Detroit, and **Robert M. Woods**, Woods Bakeries, Inc., Evanston, Ill.

Five areas of the rambling Hotel Shreveport were given over to exhibits of bakery products and displays of decorated cakes. In addition to the prize-winning creations which attracted many visitors, 74 companies had exhibits of their products and services.

Throughout the convention, attendance in the meeting room was excellent. **E. Eric Birk**, hard-working con-

vention chairman, noted in his initial address the inspiration a large crowd gives speakers and congratulated the spectators on their visible display of interest.

Multiple unit operators met during the second day of the convention for a well-attended dinner, informal meeting and discussion. Co-chairmen were **Robert M. Woods**, Woods Bakeries, Inc., Chicago, and **D. W. Newcomb**, Newcomb Baking Co., Quincy, Mass., although the former was unable to take active part.

Tribute to the retail bakers association for the part it is playing in producing America's "finest food values" was paid by the Potomac States Bakers Assn. through its vice president for Washington, **James Stephenson**, Stephenson's Bakery. A telegram containing that message was read at the initial session of the convention.

## ARBA Convention

(Continued from page 16)

which was set up to insure a maximum of freshness for the consumer. Baked foods are changed less than a great many other foods by freezing. Mr. Nash said, pointing out that no special precautions are needed. Staling is slowed down and the low temperatures slow flavor loss of products. If a baked product is low in sugar, salt, starch or gluten, or if it is high in free water, Mr. Nash suggested that it should not be frozen, pointing out that 35½% of bread is water. He coined the phrase "if you really can freeze it—don't," meaning that a high percentage of water will turn to ice when frozen in the product and will cause tissue breakdown when thawed.

Mr. Perkin discussed the leveling out of production throughout the week by the use of freezing. He said that he takes the total amount of sweet dough expected to be used in his shop during the week, divides it by five, and bakes that proportion each night, thus leaving the last night open for the baking of bread and other bulky items that are normally unsuitable for freezing. He said this method has cut stales to 1% for him instead of the 10% normally expected.

It was suggested that sweet dough products be iced after freezing, since





**ON THE ARBA SCENE**—Three little cookie eaters nibble at a giant ARBA creation while their parents attend sessions during the Associated Retail Bakers of America convention. From left to right they are Miss Lauri Fenimore, 6, and her brother Bill, 5, with Grita Ann Geller. In the center illustration, the Maggia award for cake decorating was won by Virgil Flora, left, Clement's Bakery, Washington. Clement Maggia, right presented the

award. Members of the Epicurean Club served as judges in the industry-wide contest sponsored by the ARBA. At the right the heads of two major bakers' associations get together: Bernard E. Godde, Godde's Pastry Shoppes, Battle Creek, Mich., president of the ARBA, and Curtiss H. Scott, Grocers Baking Co., Louisville, chairman of the American Bakers Assn., discuss the promotion of the industry through the Bakers of America Program.

the expansion and contraction during the freezing will crack the icing.

#### Panel on Cakes Featured

Following the question-and-answer period on the subject of low temperature freezing of baked and unbaked products, the program was directed to the subject of "Cakes that Sell." The panel discussion featured this part of the program with the following bakery service men participating: William E. Broeg, International Milling Co., Lindeboro, N.H.; Harmison E. Hale, General Mills, Inc., San Francisco; William N. Jung, Pillsbury Mills, Inc., Springfield, Ill., and William A. Richards, Russell-Miller Milling Co., Minneapolis.

Creation of style is the important factor in the design of cakes that sell, according to Mr. Broeg. Cakes must have a utility value and must be economical for the consumer's use, he pointed out. To maintain sales in the first part of the week, Mr. Broeg recommended cutting of the unit to allow a lower selling price.

Mr. Broeg urged that a unit be designed so that it can be served satisfactorily in the home.

"The homemaker responds favorably to suggestions of new and unique methods of serving," Mr. Broeg pointed out. He urged the baker to give the housewife new ideas for the serving of new bakery items.

Mr. Broeg discussed in particular the place of the chocolate cake in a retail bakery's sales program.

"If you retail bakers are not selling 50% of your dollar volume of cake sales as chocolate cakes, there is

something wrong with your chocolate cakes," he said.

He pointed out that chocolate cake is the predominant favorite of the American consumer and that bakers should pay particular attention to the production of quality chocolate cakes as a corner stone in their cake sales program.

Next member of the panel discussing "Cakes that Sell" was Mr. Hale, who added a word to the subject and discussed "Cakes that Sell—IF."

"There is a limit to the actual number of ingredients that can be used in a cake," Mr. Hale pointed out. "There is a limit to the basic types of cakes that may be produced. But there is no limit to the types of finishes that can be put on a cake, and there is no limitation on a baker's imagination and ingenuity in producing new specialty cakes."

Mr. Hale discussed the two phases of the cake merchandising program for a retail bakery. He pointed out the differences between the sales of specialty cakes for special days, and the day-to-day cake sales opportunities. The market in each field, he said, "has not been touched."

He urged the bakers to glamorize the day-to-day cakes and place them "on a pedestal in the consumer's mind." He presented several posters used in glamorizing cakes in merchandising and advertising programs for the retail baker.

Mr. Hale reported on the uses of cooperative advertising by retail bakers in various localities in local newspapers and radio and television.

"Any group of retail bakers who

will go together on a cooperative advertising program," he said, "will see good results in increased sales."

He urged the bakers to merchandise the quality in a bakery cake, to tell the housewife that bakers use good ingredients and to show her proof of this claim. He pointed out the necessity for good display techniques in the sale of cakes, demonstrating a rotating display piece from the platform.

"Cakes will sell, if you sell the name," he said. "A name for a cake helps the housewife to remember something good in a cake that she likes and encourages her to bring repeat business back to a bakery where she has had a satisfactory product from a previous purchase."

Mr. Hale urged the bakers to use the sales and merchandising tools made available to them by their associations—national, state and local—and by allied trades firms.

"Time your sales plans to fit the consumer when her interest is aroused," he suggested, "and you will find success in your plans for increasing cake sales."

"Selling is a job of influencing buying habits of consumers," Mr. Jung pointed out during his part of the panel discussion.

He urged the bakers to capitalize on the national advertising directed to housewives on cakes to be baked at home. He recommended that bakers set out to prove to the housewives that they can buy these nationally advertised cakes from their retail baker, and he stressed the use of the well known slogan, "Buy It Baked."

Mr. Jung suggested that retail bakers build the sales window display around copies of national magazine advertisements, featuring the bakers' version of the cake used in the advertisement, thereby transposing the effect of the advertisement in the home service magazines from the housewife's kitchen to the retail baker's sales room. He discussed the merchandising programs that have been offered to bakers designed to capitalize on the national publicity given to cakes with home recipes by the conversion of these recipes to the baker's formula and tie-in merchandising.

Mr. Jung stressed the importance of quality in any program designed to increase cake sales.

"One poor ingredient can spoil the good effect of several other quality ingredients," he pointed out.

He discussed the current increasing demand for cakes of 100% sugar ratio with the accent on "eatability."

"Don't fizzle out on the icing," he warned. "Icings can hide a multitude of sins, but they should be used to add to the quality and the eatability of cakes."

Mr. Richards, appearing as the final participant on the panel discussion, described the beginning of the Easter egg cake promotion idea, which was designed to get some of the Easter week business away from the candy makers for the retail bakers.

"Bakers have taught us more about the promotion of specialty cakes since the introduction of the Easter egg cake merchandising plan than we



**AT THE ARBA CONVENTION**—During the opening session of the Associated Retail Bakers of America convention at Washington's Hotel Shoreham recently, Johnny Schupp, Schupp's Bakery, led the large crowd in the National Anthem. Looking on are (left) E. Eric Birk, Willie's Bakery, Washington, convention chairman, and (right) B. E. Godde, Godde's Pastry Shoppes, Battle Creek, Mich., and Trudy Schurr, ARBA secretary. In the center illustration, Barney L. Schmitzer, Pittsburgh Display Advertising, Inc., tells

the bakers the history of the window display material made available to ARBA members, and why the plan was chosen as the best way to effective display without high cost. At the right is the panel on the freezing of bakery products. Left to right are: Ivan Perkin, Perkin's Bakery, Silverton, Ohio; Gordon Nash, Priscilla Bakery, St. Bernard, Ohio; Herman Dressel, Dressel Bakeries, Chicago, and William F. Thie, Virginia Bakery, Cincinnati, ARBA second vice president and session chairman.



**AT THE ARBA CONVENTION**—Most of the officers and directors of the Associated Retail Bakers of America are shown in the illustration at the left above. Left to right, they are: William F. Thie, Cincinnati; William F. Quinlan, Washington; Otto Berchtold, Westwood, N.J.; L. Carroll Cole, Muskegon, Mich.; John Benkert, Long Island City, N.J.; Walter Schuchardt, St. Louis; Trudy Schurr, Chicago; Charles Vogel, Utica, N.Y.; B. E. Godde, Battle Creek, Mich.; John Kornmayer, Council Bluffs, Iowa; Joe Vann, Milwaukee; Paul M. Baker, McKees Rocks, Pa.; Dan Newcomb, Quincy, Mass.; Charles Schupp,

Washington, and Roy Braden, Dallas. In the center is master cake decorator Clement Maggia in action. At the right is "Miss Retail Bakery Salesgirl of 1952" arriving with her entourage at the Washington airport: Carl Sterzer, Standard Brands, Inc.; Mr. and Mrs. Gus L. Bange, Favorite Pastry Shop, St. Louis; Mr. and Mrs. B. E. Godde, Mrs. Irene Fisher; Mr. and Mrs. E. Eric Birk; Albert Pleus, Standard Brands, Inc., and Miss Melba Mumford of the same firm. At the right is Harvey J. Patterson, Pillsbury Mills, Inc., co-chairman with Mr. Pleus of the ARBA allied advisory committee.

could have taught them," he reported.

He stressed the importance of merchandising unique ideas in the successful sale of a novelty cake, such as the Easter egg cake. He reported the use of the Easter egg cake idea by retail bakers at different seasons of the year, such as football cakes, basketball cakes (by squeezing a still-warm Easter egg cake into a round shape) and by using small egg cakes with individual names written on them to serve as place cards at parties.

"One thing that we forget as bakers," Mr. Richards pointed out, "is that the housewife is proud of her family and she wants to satisfy them with good food products. If she finds a baked product that her family likes, she'll buy it again and again."

He urged that bakers make products that families will enjoy enough to consume at one eating.

"Cakes should be good looking so that they will demand impulse buying," Mr. Richards pointed out, "but make sure that cakes are also good eating."

Following the discussion on cakes, Paul Cadwell, J. W. Allen & Co., Chicago, president of the National Bakery Suppliers Assn., announced a contest being sponsored by the NBSA

to find and honor the "finest retail bakeries in the U.S." The contest, which ends May 31, will be divided into five classes of bakeries by sales volume, and awards will be made on the basis of production efficiency, sound sanitation practices, attractive and efficient store layout and over-all appearance. Mr. Cadwell urged bakers to apply and furnish photographs and floor plans of their bakery salesrooms.

Following the announcement of Mr. Cadwell, Mr. Godde took charge of the meeting for the annual business session.

Resolutions presented by Walter Schuchardt, Lake Forest Pastry Shop, St. Louis, chairman of the resolutions committee, included: (1) An expression of appreciation to the convention chairmen and their committees, to the cooperating associations and others who contributed to the success of the convention;

(2) An expression of appreciation to Miss Trudy Schurr, secretary of the ARBA, and George Chussler, Bakers Weekly, Chicago, an honorary director, for their work in conjunction with the ARBA;

(3) An expression of thanks to the Bakers of America Program for the

salute to the ARBA on the national network radio program;

(4) An expression of appreciation to the allied trades who gave support to the ARBA in the past year;

(5) An expression of sorrow in regard to the passing of Joseph Machatschek, an honorary director of ARBA from St. Louis, who died during the past year;

(6) A request to the officers and staff of the association to continue in a program to attract students to the baking industry;

(7) A protest against the "unfair proportion of advertising of home mixes" and a request for a mention of the availability of these products in baked form at a retail baker's shop.

Al Wiehn, Wiehn's Bakery, Cleveland, presented the slate of the new officers and directors as selected by the nominating committee. The new officers and directors were elected unanimously as presented and their names are reported in a separate story in this issue.

Mr. Godde, reelected as president, pointed out the enthusiasm expressed during this year's convention of the ARBA and declared the 1952 meeting to be "one of the best conventions of the association's history." He promised "a greater devotion to the ARBA

duties in the coming year designed to make this one of the greatest food associations in the U.S."

"You haven't seen anything yet," Mr. Godde promised. "I look forward to the day when we reach the great potential strength of the Associated Retail Bakers of America."

Final event on the afternoon program was a presentation of the Warner Bros. technicolor featurette film, "Land of Everyday Miracles," the production of which was sponsored by Standard Brands, Inc. The film was introduced by Albert Pleus, Standard Brands, Inc., New York. Mr. Pleus pointed out that the film will be shown in more than 12,000 movie theaters during the coming year by the Warner Bros. organization.

A golf tournament planned for March 19 was rained out, but Philip Talbott, head of the baking division, Grain Branch, Production & Marketing Administration, took a group of bakers to visit the U.S. Department of Agriculture milling and baking investigation laboratory at Beltsville, Md.

At the meeting of the ARBA officers and directors which concluded the meeting, St. Louis was selected as the site of the 1953 convention. The dates will be announced later.

## Minnesota Bakers Ready Program for May 12-13 Meeting

**MINNEAPOLIS**—An outstanding set of speakers has been obtained for the annual convention of the Associated Bakers of Minnesota, scheduled for the St. Paul (Minn.) Hotel, May 12-13, according to a recent announcement by J. M. Long, secretary.

Production, display, merchandising and the problems of bakery management will receive considerable attention. E. E. Hanson, the W. E. Long Co., Chicago, will speak on bakery management, followed by David Crockett, Minnesota Mining & Mfg. Co., St. Paul, on sales promotion, and Larry Foster, Foster Refrigerator Co., Hudson, N.Y., on the freezing of baked foods.

E. J. Sperry, Sperry Industrial Publications, Chicago, will tell the wholesale baker what he must do today for a continuing profitable operation, and W. E. Lingren, editor-in-chief of The American Baker magazine, Minneapolis, will discuss present trends in the baking industry and what they

will mean in future profit and loss statements.

On the production side of the program, J. J. Varva, California Raisin Advisory Board, Fresno, O. J. Pickens, Wilson & Co., Chicago, and other representatives of allied firms and bakery service men will be featured.

The social side of the two-day meeting will spotlight the traditional baker-allied luncheon, the allied cocktail lounge, and the famous allied trades "Hoo-Pee-Par-TEE," with its professional floor show and other entertainment.

Further information and registration data may be obtained from Mr. Long at 623 14th Ave. S.E., Minneapolis.

## O. C. TAYLOR HEADS DALLAS BAKERS CLUB

**DALLAS**—O. C. Taylor, Dixie Wax Paper Co., has been elected president of the Greater Dallas Bakers Club. Roland W. Baird, Jr., Mrs. Baird's Bakery, was named vice president, and Sam Burns, American Products Co., was named secretary-treasurer.

Directors elected are Al Addington, George Kendrick, Ted Harris, Lloyd Davis, J. Lewis Schutts, Roy Braden, Wayne Kistler and L. D. Mize.

## Iowa Bakers Announce Plans for Convention

**WATERLOO, IOWA**—Plans for the 48th annual convention of the Iowa Bakers Assn., scheduled for April 15-16 at the Russell-Lamson Hotel here, have been announced by Charles E. Forsberg, Altstadt & Langlas Baking Co., Waterloo, president and secretary of the group.

"There will be more big names and personalities of national fame in the baking industry at this Iowa convention than ever dreamed possible," Mr. Forsberg said in his announcement. "Separate sessions and clinics for retailers and wholesalers will be held each afternoon, while the morning sessions, beginning at 10 a.m., and the luncheon meetings will be highlighted by featured speakers and films of general interest to all bakers."

Comparisons of costs, taxes, labor and profits are planned as part of the subject matter for the business sessions, according to Mr. Forsberg. A dough retarding demonstration complete with freezer will be given with

the cooperation of a panel of experts on the subject as a feature for retailers on April 15, while wholesale bakers will attend a cost accounting clinic. A special clinic on sales and stales will be the feature of the wholesalers' session April 16.

Prizes will be awarded to bakers competing in the sweet goods exhibit, a feature of the opening day of the convention. Entries will be received from 8 a.m. to 12:30 p.m., April 15, with the announcement of the awards made at 4:30 p.m. of that day.

Entertainment features of the convention include a party sponsored by the allied trades organization the evening of April 15, an "early birds breakfast" the morning of April 16 and the annual dinner dance and floor show the evening of April 16.

Pre-registration for the convention is scheduled for the evening of April 14.

## FILES IN BANKRUPTCY

**NEW YORK**—C. & S. Bakeries, Inc., 210 E. 167th St., New York, have filed voluntary proceedings under Chapter XI of the Chandler Act, listing liabilities of \$102,751 and assets of \$151,739, including machinery and fixtures listed at book value of \$146,000. A settlement of 20% is said to have been proposed.



## MOSTLY PERSONAL

Howard F. Kidd, secretary of the Lockwood Mfg. Co., Cincinnati, has been named general chairman of the Midwestern Spring Conference of the Controllers Institute, scheduled at Cincinnati May 25-27.

Joanne Eve Molan, daughter of Mr. and Mrs. William M. Molan, was married recently to Lt. Warde F. Wheaton, USA. The bride's father is president of Regan Bros. Co., Minneapolis.

Thomas P. Joyce has been named a director of Colvin's Baking Co., Janesville, Wis. Other directors who were reelected are Louis Gardner, president, and Louis Gardner, Jr., vice president. J. Phil Joyce is secretary-treasurer.

Walter J. Custer has been named sales manager for the National Biscuit Co. at Cincinnati. He formerly was manager of the Cincinnati sales branch, and since 1944 he has served as sales branch manager at Columbus for the central Ohio territory. E. J. Waters is the new Columbus manager.

Verner Lundberg, former assistant buyer of machinery and equipment for Omar, Inc., Omaha, has been named industrial engineer for the company in Columbus.

John Evans, for the past 11 years associated with Mrs. Karl's Bakery, Milwaukee, the last several as route supervisor, has been named sales manager. Mr. Evans has been in the industry for about 18 years, excepting 3½ years spent in service during World War II.

Returning from a vacation trip to the West Indies, Carroll K. Michener, executive editor of The American Baker, displays a thick coat of tan. Mrs. Michener accompanied him. They hoped by air through the Lesser Antilles, their chief stops being

Puerto Rico, St. Thomas, St. Croix, Barbados, Grenada and Trinidad. The return trip was via Caracas, Venezuela. The weather was uniformly warm and friendly. The bread was good and in great variety, he reports.

Announcement has been made of the marriage March 22 of August A. Busch, Jr., president of Anheuser-Busch, Inc., St. Louis and Miss Gertrude Bulhofer. The ceremony was performed by Sam Robison, associate justice of the Arkansas Supreme Court, in Mr. Busch's cottage on the grounds of the Majestic Hotel in Hot Springs, Ark. Mrs. Busch, the daughter of Mr. and Mrs. Willy Bulhofer of Lucerne, Switzerland, came to the U.S. in 1949.

Prof. James P. Todd of the Scottish School of Baking at the Royal Technical College, Glasgow, spent some time at the American Institute of Baking, Chicago, recently while on an official visit to the U.S. The U.S. trip was at the request of his government. Prof. Todd, who heads the departments of biological sciences in the baking school and pharmacy college, was interested in the program of the AIB school and its equipment and facilities.

Joseph Bertasso has been promoted from sales manager to plant manager for Eddy Bakeries, Inc., at Superior, Wis. Before joining the Eddy firm, Mr. Bertasso operated a bakery at Hurley, Wis.

—BREAD IS THE STAFF OF LIFE—

### EAGLE FIRM BUYS JENSEN BAKING CO.

LOS ANGELES—The Eagle Bakery Co. has acquired full ownership of the Jensen Baking Co. in Long Beach. The Eagle firm also is completing its ambitious program of expansion and modernization.

All but about 10% of the Eagle business is with restaurants and institutions.

## Reading Bakers' Conference Sets New Attendance Record

READING, PA.—A new attendance record was set at the third annual assembly on bakery production and sales sponsored by Allied Trades of the Baking Industry, Pennsylvania Division No. 4, held at the Abraham Lincoln Hotel here April 1. The registration breakdown showed 186 bakers and 111 allied representatives totaling 297, topping by more than 50 the previous record.

The one-day meeting was broken into two sessions, with the morning portion offering addresses covering merchandising, sales, production and personnel training featuring Larry Ellis, director of bakery division, Food Fair Stores, Inc., and Ray Thelen, assistant manager of the bakery production service department of Standard Brands, Inc.

The session was directed by Claude H. Bollinger, Flour Mills of America, Inc., Reading, chairman of the program committee. The meeting opened with a call to order by Allen C. McDowell, Commander-Larabee Milling Co., Reading, president of the group,

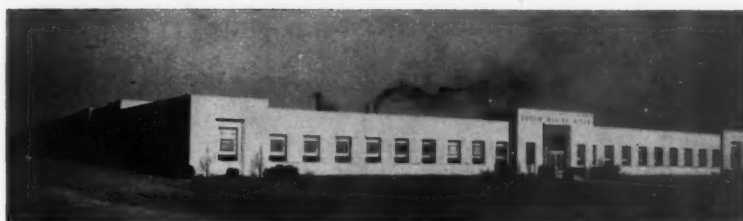
and a brief address of welcome from James B. Bamford, mayor of Reading.

Featured speaker at the afternoon session was Ellis Baum, vice president and director of the Continental Baking Co., New York, in a cleverly presented informative address on "Bakery Sales Promotion."

One of the highlights of the meeting was a panel session featuring Mr. Ellis, Mr. Thelen, Ralph S. Herman, director of bakery sales service, General Mills, Inc., Minneapolis, Walter Clissold, Bakers Helper, Washington, D.C., and R. H. Kleeb, Souser & Schumaker, Philadelphia, counsel for the Pennsylvania Bakers Assn. Moderator for the session was William E. Maier, Maier's Bakery, Inc., Reading.

The new technicolor film, "The Mark of 'C,'" prepared by Anheuser-Busch, Inc., telling the story of Christopher Ludwick, baker general of the Revolutionary Army, was presented at this session.

The one-day meeting concluded with a cocktail party with Pennsylvania Division No. 4 acting as host.



**PILLSBURY BUYS PLANT**—Pillsbury Mills has purchased the mix manufacturing and packaging plant owned by American Home Foods Co., Hamilton, Ohio. The deal gives Pillsbury the plant, property, equipment, inventory and the business of the Duff division of American Home Foods. Other divisions of American Home Foods business are unaffected by this move. "This purchase gives us a chance to take the load off our plant in Springfield, Ill.," Philip W. Pillsbury, president, said, "and now we have another point close to important market areas from which we can service bakery mix customers." Pillsbury will take over what is one of the most modern plants in the U.S., covering three acres of land. There are 180 employees in the plant which houses packaging lines, mixing equipment, a warehouse, offices and laboratories. The plant will continue under the management of R. B. Law, present manager.

## CONVENTION CALENDAR

April 8—South Dakota Bakers Assn., Cataract Hotel, Sioux Falls, S.D.; sec., Lex Quarberg, Tri-State Milling Co., Rapid City, S.D.

April 8-9—Oklahoma Bakers Assn.; Oklahoma A & M School of Baking, Okmulgee; sec., Ralph O'Neill, Standard Brands, Inc., Box 143, Tulsa, Okla.

April 15-16—Iowa Bakers Assn.; Russell Lamson Hotel, Waterloo; sec., Charles E. Forsberg, 1428 Mulberry St., Waterloo.

Apr. 15-16—Bakers Forum; Huntington Hotel, Pasadena, Cal.; sponsored by Allied Trades of the Baking Industry of Southern California; sec., Philip Seitz, P.O. Box 272, Glendale, Cal.

April 19-21—Southwest Bakers Assn.; Hilton Hotel, Albuquerque, New Mexico; Sec., J. R. L. Kilgore, P. O. Box 127, Albuquerque.

April 20-22—Tri-State Bakers Assn., Jung Hotel, New Orleans; sec., Sidney Baudier, Jr., 204 Board of Trade Bldg., New Orleans 12.

April 20-22—Lake Michigan States Bakers Conference, Sherman Hotel, Chicago; sec., T. E. Dallas, Rm. 412, Eddy Bldg., 427 N. Main St., Bloomington, Ill.

April 20-24—American Association of Cereal Chemists; Hotel Adolphus, Dallas, Texas; sec., Frank R. Schwain, Procter & Gamble Co., M.A.R. Bldg., Ivorydale, Cincinnati 17, Ohio.

April 21-23—Pacific Northwest Bakers Conference, Multnomah Hotel, Portland, Oregon; Sec., Roger Williams, 1138 Jefferson St., Salem, Ore.

April 27-29—Canadian Baking Exposition, Royal York Hotel, Toronto, Ont.; sec., R. H. Ackert, Ontario Bakers Assn., 9 Wellington St. E., Toronto 1.

April 28-30—Texas Bakers Assn., Plaza Hotel, San Antonio; sec., Mrs. Gertrude Goodman, 1134 National City Bank Bldg., Dallas 1, Texas.

May 1-3—Southern Bakers Assn., Biltmore Hotel, Atlanta, Ga.; sec., E. P. Cline, 703 Henry Grady Bldg., 26 Cain St., N. W., Atlanta 3.

May 12-13—Associated Bakers of Minnesota, St. Paul Hotel, St. Paul, sec., J. M. Long, 623 14th Ave., S. E. Minneapolis.

May 12-14—Heart of America Bakers Convention (the state associations of Arkansas, Kansas, Missouri, Oklahoma and Nebraska). Muehlbach Hotel, Kansas City, Mo. Sec., Larry

Felton, 618 W. 26th St., Kansas City, Mo.

June 7-9—Pennsylvania Bakers Assn., Galen Hall, Wernersville, Pa.; sec., Theo. Staab, 5700 N. Broad St., Philadelphia 41, Pa.

June 7-10—New England Bakers Assn.; Wentworth-by-the-Sea, Portsmouth, N.H.; sec., Robert E. Sullivan, 51 Exeter St., Boston 16, Mass.

June 8-9—Rocky Mountain Bakers Assn., Albany Hotel, Denver; sec., Fred Linsenmaier, Linsenmaier Bakery Service, Denver, Colo.

June 14-16—Bakers Association of the Carolinas; Ocean Forest Hotel, Myrtle Beach, S. C.; sec., Louise Skillman, Myrtle Apts. No. 4, Charlotte, S. N. O.

June 15-19—New York State Association of Manufacturing Retail Bakers, Hotel Statler, New York. Sec., Thomas R. McCarthy, 85 Meadowbrook Road, Rochester, N.Y.

June 17—Bakers Club of Chicago golf tournament, Elmhurst Country Club, Elmhurst, Ill.; sec., Louise K. Buell, 112 W. Randolph St., Chicago 1, Ill.

June 22-25—Potomac States Bakers Assn. and Bakers Club of Baltimore; The Cavalier, Virginia Beach, W. Va.; sec., Emmet Gary, 16 McClellan Place, Baltimore, 1.

July 27-29—West Virginia Bakers Assn., Greenbrier Hotel, White Sulphur Springs, W. Va.; sec., Edward R. Johnson, 611 Pennsylvania Ave., Charleston 2, W. Va.

Aug. 19—Bakers Club of Chicago golf tournament; Elmhurst Country Club; Elmhurst, Ill.; sec., Louise K. Buell, 112 W. Randolph St., Chicago 1, Ill.

Sept. 19-21—Virginia Bakers Council, Natural Bridge, Va.; sec., Harold K. Wilder, 804 Life Insurance Co. of Virginia Bldg., Richmond 19, Va.

Oct. 18-22—American Bakers Assn.; Hotel Sherman, Chicago, Ill.; sec., Harold F. Fiedler, 20 N. Wacker Drive, Chicago 6, Ill.

Nov. 11-13—New England Bakers Assn., Statler Hotel, Boston, Mass.; sec., Robert E. Sullivan, 51 Exeter St., Boston 16, Mass.

—BREAD IS THE STAFF OF LIFE—

### INDIANA BAKERS ASSN. MOVES TO NEW ADDRESS

INDIANAPOLIS—The Indiana Bakers Assn. has a new address at 2236 E. Michigan St. here. The old address was 924 Peoples Bank Bldg.



**COLONIAL AND MODERN**—The importance of bread and the baking of bread for quality was as important to the colonial baker such as Christopher Ludwick as it is to the modern representative of the large baking industry. The importance of the staff of life to the nation throughout its history is shown in the new technicolor movie produced for Anheuser-Busch, Inc., "The Mark of 'C'."

## Anheuser-Busch Film Story of American Bread Seen by 300 at Premier in Chicago

CHICAGO — The new technicolor movie, "The Mark of 'C,'" the story of American bread, made for Anheuser-Busch, Inc., St. Louis, by Wilding Picture Productions had its premiere March 12 at the American Institute of Baking in Chicago.

A first showing for the staff and students of the institute was followed by a showing for the leading wholesale bakers, officers of the retail associations, leading doctors, home economists, dietitians, the local press and the trade press. More than 300 persons witnessed the premier. The movie was acclaimed by those who saw it as an outstanding picture, capable of doing a sound public relations job for the baking industry.

Anheuser-Busch produced this technicolor picture in cooperation with the American Bakers Assn. and the American Institute of Baking. It is 30 minutes long and tells a story of American bread—why it is the best bread in the world and how it got that way.

Copies of 16 mm. prints will be made available through the Anheuser-Busch organization to all bakers sponsoring such showings at women's clubs, schools, parent-teacher groups and civic, industrial and commercial organizations of all types. Later Anheuser-Busch will have Modern Talking Picture Service, Inc., schedule the picture, so that this important story of bread will be presented to as many people as possible.

### A Colonial Baker

Christopher Ludwick, baker general of George Washington's colonial army, is the leading character. A Hollywood actor, William Newell, was selected for this part. The plot has a boy-girl love approach. A college girl, wanting to become a writer, hears from her professor the story of Christopher Ludwick—how Chris, an early American baker in Philadelphia, always tried to make his bread better, how he became a Revolutionary War hero and how his spirit of progress has been the keynote of the baking industry in America. Interwoven into the picture are the major reasons why America's enriched white bread is the best bread in the world.

Before the show a souvenir booklet, "The Remarkable Baker—Christopher Ludwick, was handed out to the audience. This booklet gives a short biography and tells briefly about the Ludwick schools, founded in 1801, which were the forerunner

of the public school system in Pennsylvania, and the Ludwick Institute which for over a half century has sponsored the educational program of the Philadelphia Academy of Natural Sciences. The booklet also highlights the important points made for bread in the movie under the heading "Chris Would Be Proud of the Products of America's Bakeries Today—Here's Why. . ."

Whenever a showing of the film is sponsored by a baker, Anheuser-Busch will make sufficient copies of this booklet available without charge. There is space on the back of the booklet for the baker to print his own name and tie in with the picture.

The scenes from the life of Christopher Ludwick and the story of the industry's progress should influence more young men to think about the baking business when deciding on their life's work, the firm believes.

Among the Anheuser-Busch executives at the premier were A. von Gontard, vice president, and his wife; Arthur E. Weber, general sales manager of the yeast, malt and corn products division, and Paul C. Guignon, sales manager of the bakery products department. Howard O. Hunter, pres-

ident, and Dr. William Bradley, scientific director, were hosts for the institute. Mrs. Hunter also attended.

Following the showings at the Institute, a reception was given in the Gold Coast Room of the Drake Hotel in honor of Mr. von Gontard and Mr. Hunter. About 300 persons attended the reception.

—BREAD IS THE STAFF OF LIFE—

## New Bread, Flour Definitions in Sight for Canada

TORONTO—The Canadian government has amended the regulations for the production of flour and bread, and it is expected that the new definitions and conditions will come into effect in the near future. However, before action is final, representatives of the milling and baking trade associations are to have an opportunity of commenting at a meeting with departmental officials in Ottawa April 8.

Provisions for the introduction of enriched white flour are included in the regulations for the first time. For some years three-way debates have been taking place between officials of the Food & Drug Division, the millers and the bakers without any settlement of the issue. The main point which set the trade at variance was the bakers' demand that enrichment be carried out at the mill, whereas the miller maintained that the process could be more efficiently undertaken by the bakers independently.

Moreover, the millers considered that enrichment should be made mandatory if it was to be fair. The bakers already have indicated their willingness to accept a compromise arrangement whereby enrichment becomes permissive on a restricted number of grades.

Following this line, the proposed regulations, which are subject to alteration before adoption, contain definitions of enriched white flour. Provision is made for the addition of thiamine, riboflavin, niacin and iron in such amounts that 1 lb. enriched flour shall contain not less than 2 mg. and not more than 2.5 mg. of thia-

mine; not less than 1.2 mg. and not more than 1.5 mg. riboflavin; not less than 16 mg. and not more than 20 mg. niacin or niacinamide; not less than 13 mg. and not more than 16.5 mg. iron, and with or without calcium carbonate or edible bone meal in an amount that will provide in 1 lb. enriched flour not less than 500 mg. and not more than 650 mg. calcium.

The standards indicated confirm closely to those set in the U.S. Enriched white bread is defined as bread baked from a dough in which enriched flour is the only flour used and shall contain not less than 4% by weight of the flour used of dry skim milk.

The regulations, as drafted, also indicate the settlement of a major point of difference between the government and the trade. The authorities had objected to the use of the word "enrichment" because, they said, in its trade use it did not conform to the dictionary meaning. Speaking at a bakers' meeting last November, C. E. Soward of Robin Hood Flour Mills, Ltd., stressed that the word had become synonymous with vitaminized or fortified flour because of common usage in the U.S.

The proposed regulations cover the notification to be given after the use of bleaching and aging processes. Under the present rules, a statement to the effect that the flour contains improvers is sufficient. The new proposals, however, state that no person shall sell flour, whole wheat flour or graham flour containing, or on which has been used, oxides of nitrogen, chlorine, chlorine dioxide, nitrosyl chloride or benzoyl peroxide unless the quantity of such ingredients added be not more than sufficient for bleaching or, in case such ingredient has an artificial aging effect, not more than sufficient for bleaching and such artificial aging effect. Additionally, both the inner and outer labels of every package must carry the word "bleached" in juxtaposition to the name of the food.

Furthermore, it is stipulated that no person shall sell flour containing potassium bromate unless the labels carry either the word "bromated" or the words "bromate added." Alternatively, the words "artificially matured," may be used. In connection with the use of ammonium persulphate the word "persulphated," the words "persulphate added" or the alterna-



**WHEAT PICTURES**—Three steps in use of the new X-ray technique for detecting interior weevil damage to wheat are shown in this series of pictures of Donald Dubois, chief chemist for the Crete (Neb.) Mills. At the left, Mr. Dubois is shown at the controls of the X-ray machine. The grain sample is on a tray just under the lid of the machine. The X-ray film is held in a holder on the inside of the lid. In the center picture, the films are going into the developing tank. The film cassette is shown in the

background. In the picture at the right, Mr. Dubois is shown at the viewer, on which a developed film has been placed. Damaged kernels are revealed clearly. The X-ray apparatus is made particularly for this work by the General Electric Co. and is housed in a special darkroom built at the mill. X-raying for insect damage was initiated by Dr. Max Milner of Kansas State College, and the Crete Mills organization helped with others in the development of the new X-ray machine.



# BAKERS' GROUP COMMENTS ON STANDARDS

**TORONTO**—The National Council of the Baking Industry has made special comment on the exclusion of emulsifiers from the draft of proposed Canadian bread and flour standards, drawing the conclusion that emulsifiers are likely to be denied as permissible ingredients. Furthermore, the bakers read into the draft the option that the regulations provide that enriched bread may be manufactured only from enriched flour and conclude that wafers are therefore excluded. The bakers also stress that enriched bread will be tied to the use of 4% milk.

“artificially matured” must be shown.

## PROPOSED FLOUR AND BREAD REGULATIONS FOR CANADA

**Flour, White Flour** shall be the food prepared by the cleaned, milling grades of wheat, and shall

(a) be free from bran coat and germ to such extent that the percentage of ash therein, calculated on a moisture-free basis, does not exceed 1.20%,

(b) have a moisture content at the completion of milling not in excess of 15%, and

(c) have been bolted through cloth having openings not larger than those of woven wire cloth designated “149 microns (No. 100),” and, in addition, may contain

(d) malt wheat flour,

(e) malted barley flour in an amount not exceeding 0.50% of the weight of the flour,

(f) oxides of nitrogen,

(g) chlorine,

(h) chlorine dioxide,

(i) nitrosyl chloride,

(j) benzoyl peroxide mixed with not more than six parts by weight of one or a mixture of two or more of

(i) calcium carbonate,

(ii) calcium sulphate,

(iii) dicalcium phosphate,

(iv) magnesium carbonate,

(v) potassium alum,

(vi) sodium aluminum sulphate,

(vii) starch, and

(viii) tricalcium phosphate,

in an amount not exceeding 100 parts of benzoyl peroxide in 1 million parts of flour,

(k) potassium bromate in an amount not exceeding 50 parts to each million parts of flour, and

(l) ammonium persulphate in an amount not exceeding 250 parts to each million parts of flour.

**Enriched Flour, Enriched White Flour** shall be flour to which has been added thiamine, riboflavin, niacin and iron in such amounts that one pound of enriched flour shall contain

(a) not less than 2.0 milligrams and not more than 2.5 milligrams of thiamine,

(b) not less than 1.2 milligrams and not more than 1.5 milligrams of riboflavin,

(c) not less than 16.0 milligrams and not more than 20.0 milligrams of niacin or niacinamide,

(d) not less than 13.0 milligrams and not more than 16.5 milligrams of iron,

and with or without calcium carbonate or edible bone meal in an amount that will provide in one pound of enriched flour not less than 500 milligrams and not more than 650 milligrams of calcium.

**Whole Wheat Flour, Entire Wheat Flour** shall be the food prepared by the grinding and bolting of cleaned milling grades of wheat from which has been separated a part of the fibrous indigestible outer bran or epidermis layer, and shall

(a) contain the natural constituents of the wheat berry to the extent of not less than 95% of the total weight of the wheat from which it is milled,

(b) have an ash content, calculated on a moisture-free basis, of not less than 1.25% and not more than 2.25%,

(c) have a moisture content at the completion of milling not in excess of 15%, and

(d) have a degree of fineness such that not less than 90% bolts freely through a No. 3 (2380 micron) sieve, and not less than 50% through a No. 20 (840 micron) sieve, and, in addition, may contain

(e) malted wheat flour,

(f) malted barley flour in an amount not exceeding 0.50% of the weight of the flour,

(g) oxides of nitrogen,

(h) chlorine,

(i) chlorine dioxide,

(j) nitrosyl chloride,

(k) benzoyl peroxide mixed with not more than six parts by weight of one or a mixture of two or more of

(i) calcium carbonate,

(ii) calcium sulphate,

(iii) dicalcium phosphate,

(iv) magnesium carbonate,

(v) potassium alum,

(vi) sodium aluminum sulphate,

(vii) starch, and

(viii) tricalcium phosphate,

in an amount not exceeding 100 parts of benzoyl peroxide in 1 million parts of flour, and

(l) potassium bromate in an amount not exceeding 50 parts to each million parts of flour,

(m) ammonium persulphate in an amount

not exceeding 250 parts to each million parts of flour.

**Graham Flour** shall be the food prepared by blending flour with other portions of the wheat berry, and shall have an ash content, calculated on a moisture-free basis, of not less than 1.2% and not more than 2.25%.

**Crushed Wheat, Coarse Ground Wheat** shall be the food prepared by so crushing cleaned wheat that 40% or more passes through a No. 8 (2380 micron) sieve and less than 50% through a No. 20 (840 micron) sieve, the proportions of the natural constituents of such wheat, other than moisture, remaining unaltered, and shall have

(a) an ash content, calculated on a moisture-free basis, of not less than 1.15% and not more than 2.25%, and

(b) a moisture content at the completion of milling not in excess of 15.5%.

**Cracked Wheat** shall be the food prepared by so cracking or cutting cleaned wheat into angular fragments that not less than 90% passes through a No. 8 (2380 micron) sieve and not more than 20% through a No. 20 (840 micron) sieve, the proportions of the natural constituents of such wheat, other than moisture, remaining unaltered, and shall have

(a) an ash content, calculated on a moisture-free basis, of not less than 1.5% and not more than 2.25%, and

(b) a moisture content at the completion of milling not in excess of 15.5%.

No person shall sell flour, whole wheat flour or graham flour containing or on which has been used oxides of nitrogen, chlorine, chlorine dioxide, nitrosyl chloride or benzoyl peroxide unless

(a) the quantity of such ingredients added be not more than sufficient for bleaching, or, in case such ingredient has an artificial aging effect, not more than sufficient for bleaching and such artificial aging effect, and

(b) both the inner and the outer labels of every package thereof carry, legibly and conspicuously the word “Bleached” in juxtaposition with the name of the food.

No person shall sell flour, whole wheat flour, or graham flour containing potassium bromate unless both the inner and the outer label of every package thereof carry, legibly and conspicuously, either

(a) the word “Bromated,”

(b) the words “Bromate Added,” or

(c) the words “Artificially Matured” in juxtaposition with the name of the food.

No person shall sell flour, whole wheat flour, or graham flour containing ammonium persulphate unless both the inner and the outer label of every package thereof carry, legibly and conspicuously, either

(a) the word “Persulphated,”

(b) the words “Persulphate Added,” or

(c) the words “Artificially Matured” in juxtaposition with the name of the food.

For the purposes of this division moisture, ash and fineness shall be determined by the methods employed by the Food and Drug Laboratories.

**Bread, White Bread**, shall be made by baking a yeast-leavened dough prepared with flour and water and with or without

(a) salt,

(b) shortening, lard or butter,

(c) milk or milk product,

(d) whole egg, egg-white, egg-yolk (fresh, dried or frozen),

(e) sweetening agent,

(f) malt syrup, malt extract or malt flour,

(g) oatmeal, corn flour, potato flour, rice flour, soybean flour, corn starch, potato starch, wheat starch, any of which may be wholly or partially dextrinized, the total weight of such addition being not more than five parts for each 100 parts of flour used,

(h) other parts of the wheat berry,

(i) lecithin,

(j) ammonium carbonate, ammonium chloride, ammonium lactate, ammonium sulphate, calcium lactate, calcium sulphate, diammonium phosphate, dicalcium phosphate, monoammonium phosphate, monocalcium phosphate, or any combination of two or more of these, the total weight thereof being not more than 0.25 part for each 100 parts of flour used,

(k) potassium bromate, potassium iodate, calcium peroxide, ammonium persulphate, potassium persulphate, or any combination of two or more of these, the total weight thereof being not more than .0075 part for each 100 parts of flour used,

(l) vinegar in an amount equivalent in acid strength to not more than one pint of 90-grain distilled vinegar for each 100 lb. of flour used, or

(m) Class III preservative.

**Enriched Bread, Enriched White Bread** shall be bread baked from a dough in which enriched flour is the only flour used, and shall contain not less than 4% by weight of the flour used of dry skim milk.

**Raisin Bread** shall be bread that contains for each 100 parts of flour used not less than 50 parts by weight of seeded or seedless raisins and currants of which not less than 35 parts shall be raisins, and may contain spices, or peel.

**(Naming the preservative) Whole Wheat Bread** shall be bread, with or without the addition of caramel, in the making of which the named percentage of the flour used shall be whole wheat flour.

No person shall sell bread which includes in its title or trade name the name of any ingredient unless the named ingredient is present in a significant amount which amount shall be stated upon the label in per cent by weight of the flour used.

Specialty breads may contain ingredients characteristic to such breads provided the label thereof carries, legibly and conspicuously, a statement of all ingredients in descending order of their proportionate amounts.

No person shall sell for inclusion in bread any preparation containing an ingredient not named or described in this division as an ingredient of bread.

# SILK FLOSS



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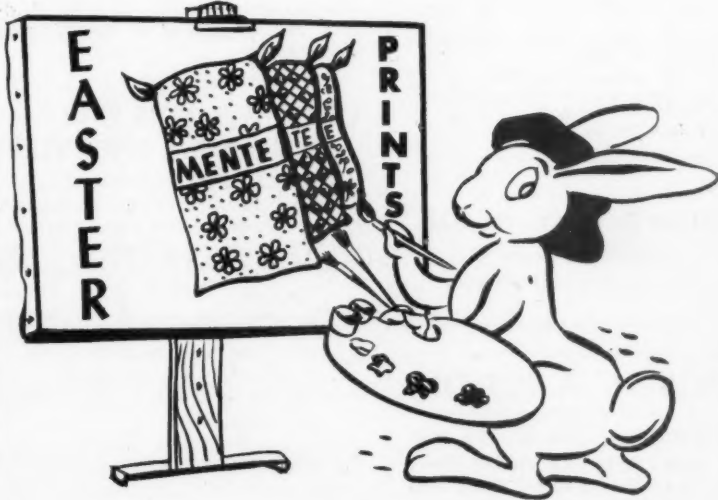
Many years of satisfaction stand behind these famous brands. They have won bakers' confidence by the consistent excellence of baking performance. They can help make your loaf the best in the market.

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## WANT ADS

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Bakery Equipment, Machinery, Fixtures, Trucks, Etc.  
Century Oven No. 78021.  
Overhead Proofer (80")  
Standard American Divider No. 2570.  
Proof Box, Style UP 505.  
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17" Junior Auto Slicemaster.  
American Ideal Dough Rounder.  
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Two Exact Weight Scales.  
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Dutchess Divider, Dutchess Rounder.  
1,275 Bread Pans; 325 Bun Pans; 450 Cake Pans; 125 Cup Cake Pans and other miscellaneous pans.  
Nine trucks and five 2-wheel trailers.  
Also complete stock of office and store fixtures, bakery supplies, ingredients.  
Open for Inspection April 12, 14 and 15  
Sale under the management of  
**DAVID H. LEVINE & CO.**  
1899 Highland Pkwy. Emerson 2691  
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## Heart of America Bakers Plan for May 12-14 Meeting

KANSAS CITY—Curtiss H. Scott, Grocers Baking Co., Louisville, Ky., chairman of the American Bakers Assn., will be one of the principal speakers at the Heart of America bakers' convention in Kansas City, May 12-14. The meeting will take place at the Hotel Muehlebach.

Other featured speakers will be Walter H. Hopkins, program director, Bakers of America Program, who will explain the current industry advertising promotion, and A. R. Fleischmann, Standard Brands, Inc., New York, who will have as his subject "Partners in Business." The motion picture, "Land of Everyday Miracles," will also be shown.

Among the entertainment features will be an "Early Birds Breakfast" with a program of short flight entertainers and the luncheon sponsored by the Midwest Bakers Allied Club, which will feature H. Roe Bartle of Kansas City, well known as an inspirational speaker.

All phases of the baking business, including advertising and public relations, sanitation, merchandising, management and production, will be covered. General chairman of the event is Forrest M. Coffman, Coffman's Bakery, Lincoln, Neb.

The convention is a combined gathering of state bakers' associations of Arkansas, Kansas, Missouri, Nebraska and Oklahoma. Preconvention headquarters are at the Midwest Bakers Allied Club, Hotel President, Kansas City. Secretary-treasurer of the convention is Larry J. Felton, Anheuser-Busch, Inc., Kansas City, and reservations manager is Miss Ruth Ann Smith, manager of the Midwest allied group.

### CAROLINA BAKERS PLAN 23RD ANNUAL CONVENTION

MYRTLE BEACH, S.C.—Reservations for the 23rd annual convention of the Bakers Association of the Carolinas are being urged by Louise Skillman, secretary. The sessions will be held June 14-16 at Ocean Forest Hotel here.

Program features will include speakers, the Carolina Show Boat, junior and teen-age programs, outdoor sports and bingo and orchids for the ladies.

### DUNWOODY STUDENTS LEARN

MINNEAPOLIS—Students at Dunwoody Baking School recently attended an open house at Pillsbury Mills, Inc., as guests of the milling company, to tour the plant's research and milling facilities. The following week, Lloyd Miller and Charles Keeney of the Procter & Gamble re-

**ANNOUNCING HOME STUDY COURSE** in commercial baking. Practical basic training. Good field for those with aptitude. Nearly depression proof. Send for Free booklet, "Opportunities in the Baking Industry." National Baking School, 835 Diversey Parkway, Dept. 3202, Chicago 14, Ill.

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search bakery staged a baking and merchandising demonstration at the school. Cakes and icings, yeast raised sweet goods and Danish pastry were discussed and exhibited.

### PROGRAM FOR SALESGIRLS

UTICA, N.Y.—Bakery salesgirls from cities and towns throughout the state will participate in a sales promotion program in Utica April 29, sponsored by the Mohawk Valley Bakers Assn. William Schonlieber and Robert Johnson will conduct the sales promotion program.

### R. H. BROOKS KILLED IN CAR CRASH; C. H. MOONEY HURT

KANSAS CITY—An automobile accident March 21 resulted in the death of Raymond H. Brooks, Purity Bakeries Corp., and serious injuries to C. H. Mooney, sales representative of the Panipus Co.

Raymond H. Brooks was 42 years of age. He was a supervising engineer for Purity Bakeries Corp., having been with Purity for 22 years. He worked out of the St. Louis office although his home was in Springfield. He left a widow and three daughters. He and Mr. Mooney were old friends, having worked in the same bakeries for Purity some years ago.

### NEW YORK BAKERS CLUB NAMES '52 COMMITTEES

NEW YORK — The Bakers Club, Inc., recently announced the appointment of committees to serve in 1952. The chairmen and vice chairmen of these committees are:

**House**—E. B. Price, Ed. B. Price & Son, New York; R. L. Coffin, Maplewood, N.J.

**Golf**—E. J. Ranney, Ranney Sales Co., New York; Frank Forbes, Wood & Selick, Inc., New York.

**Entertainment**—Frank X. Ragan, Standard Brands, Inc., New York; J. U. Lemmon, Jr., Doughnut Corporation of America, New York.

**Library**—G. Warren Wheeler III, Bakers Review, New York; R. E. Brown, Bakers Weekly, New York.

**Audit and Finance**—Hyman Waitzman, Purity Bakeries Service Corp., New York; E. B. Keirstead, West Hartford, Conn.

**Speakers**—Fred W. Pfizenmayer, Continental Baking Co., New York; George N. Graf, Quality Bakers of America Cooperative, Inc., New York.

**Nominating**—Raymond F. Kilthau, New York; Benjamin H. Ballard, Riegel Paper Corp., New York.

### ED WENDELIN NOMINATED BY NEBRASKA BAKERS ASSN.

LINCOLN, NEB. — The Nebraska Bakers Assn. closed its one-day meeting at the Lincoln Hotel March 25, by nominating Ed Wendelin, the Wendelin Baking Co., Lincoln, for president.

Other candidates include Henry Kaufman of Omaha, first vice president; Eddie Debus of Hastings, second vice president; Albert Swanson of Omaha, secretary, and Tom Naughtin of Omaha treasurer.

### ANGELICA EXPANSION

ST. LOUIS—Angelica Uniform Co. recently announced the expansion of its Los Angeles branch offices and factory at 110 W. 11th St. The Angelica retail store location remains the same at 1101 So. Main St.

## Chapman & Smith Co. To Mark President's 50 Years in Baking



Paul Chapman

CHICAGO—Chapman & Smith Co., local bakery supply company, is making big plans to celebrate the birthday and 50th anniversary in baking of its president, Paul Chapman. April 28, Mr. Chapman's birthday, coincides closely with the day that will mark his golden anniversary with the company.

Paul Chapman started his career with his father's firm in 1902. Since that time, he has become friends with practically everyone in the baking industry and has built his firm to a prominent place in that industry.

Chapman & Smith, and its vice president, J. P. Garrow, said recently that the birthday-anniversary celebration planned for Mr. Chapman could not be kept a secret, since "a desk heaped with orders" is planned as the present Paul Chapman would most like to receive. Extra business to be shipped April 28 is being booked, and plans are under way to make that date "the biggest single day in the 74 years of Chapman & Smith Co."

### DEMONSTRATION AT FSU

TALLAHASSEE—A demonstration of commercial type butter cake production and icings was held at Florida State University here recently for students in the baking science and management course. Dr. L. A. Rumsey, head of the department, introduced R. E. Anderson, Atlanta, and H. L. Sligh, Athens, both of Hachmeister, Inc., who were in charge of the demonstration, held in the FSU experimental baking laboratory.

### BAKERS CLUB, INC., HEARS QBA'S GEORGE N. GRAF

NEW YORK—The future of American business will continue to be bright "so long as enlightened management will gear itself to the times and strive for further achievement," according to a message presented by George N. Graf, general manager and director of merchandising of Quality Bakers of America Cooperative, Inc., featured speaker at the final indoor luncheon and meeting of the Bakers Club, Inc., held here March 26.

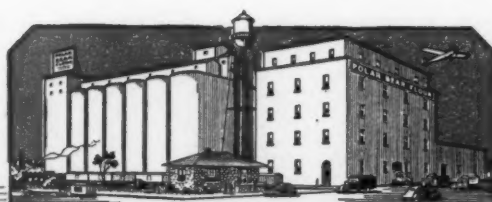




## FLOUR IS KING

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Ralph C. Sowden  
President

**The NEW ERA MILLING COMPANY**  
ARKANSAS CITY, KANSAS

## DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE OR FALSE, turn to page 74 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. The retarding box temperature for making refrigerated rolls and coffee cakes should be about 35-38° F.
2. As a thickening for fruit pie fillings, the starch may be replaced with 20 mesh tapioca with good results.

3. When changing from hearth baked rye bread to rye bread frames, no adjustment in procedure or formula is necessary.

4. The average moisture content of flour is about 13½%.

5. Tri-calcium phosphate is sometimes added to powdered sugar in order to produce a whiter color.

6. Three per cent white corn flakes are sometimes used in white bread doughs to increase absorption.

7. When replacing honey with sugar in a bread dough, about 20% more sugar will have to be used in order to obtain the same sweetness in the finished loaves.

8. Sugar and water should be cooked to a temperature of 340-342° F. when making boiled icing.

9. There is no objection to using ammonia in French doughnuts.

10. Some bakers soak raisins in a malt solution in order that they will remain soft and have less tendency to burn during baking when making raisin bread, rolls, fruit cakes and cookies.

11. Danish pastry doughs should be thoroughly mixed in order to obtain the most tender product.

12. Shortening is used in sponge cakes but not in angel food cakes.

13. The sinking of the top crust on pullman bread can be eliminated by placing the bread upside down on the shelves as soon as it comes out of the oven.

14. "Breakfast" cocoa should not contain less than 22% fat.

15. New bread pans should be conditioned for baking by placing them in an oven having a temperature of about 475° F. until they turn blue.

16. It is best to beat the eggs for sponge cakes on medium speed instead of high speed.

17. Biscuit and cracker bakers use a small amount of lecithin in their chocolate coatings to help prevent it from turning gray so readily.

18. The amount of ash in a flour is a definite indication of its baking quality.

19. The addition of a small amount of citric acid and yellow color will improve the flavor and color of canned peaches that are flat, when using them for making pie filling.

20. For best results, the cubic inch displacement per ounce of bread dough is 6.83 cu. in. for a 1-lb. open top loaf of bread.

—BREAD IS THE STAFF OF LIFE—

### It Took 60 Years, But Baker Trims 14-Hour Day to 10

ALLENTOWN, PA.—William A. DeRohn, 79, celebrated his 60th year in the baking business recently by working a 10-hour day here. Starting as a baker in 1891, he now operates a small retail bakery.

Cake mix was unknown when he began as an apprentice in neighboring Bethlehem. In baking bread for a dollar a week and board, 12-14 hours a day, he used old-fashioned potato yeast.

He opened his own business in 1921 after several apprenticeship stints and a tenure as first baker at the Allentown State Hospital. Though he employed seven men before the depression, he works alone now getting a helping hand from his son at times.

Mr. DeRohn bakes a large variety of goods each day without the aid of a written formula. For the past 40 years, he explains, he has carried everything in his head. After 60 years, he says he is not happy unless he is in the shop turning out his best sellers, especially his favorite Moravian sugar cake.

—BREAD IS THE STAFF OF LIFE—

### OPENS OFFICE

CHICAGO—The Par Advertising Agency, specializing in baking industry accounts, has opened offices at 343 S. Dearborn St., Chicago. Partners are Herb Pickard, formerly of Pickard-Morrison Associates, publicity, public relations and promotions; Eugene Adams, formerly head of his own advertising agency, and A. E. Ryan, formerly head of A. E. Ryan & Co.

A RECOGNIZED MARK OF EXCELLENCE FOR SEVENTY-FIVE YEARS



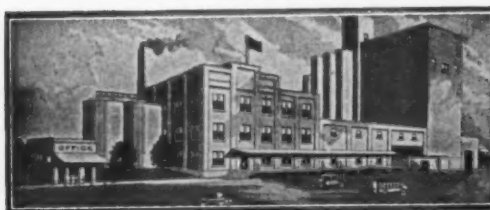
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ANOTHER GREAT FLOUR

"SEVENTY-FIVE years young" . . . that is a good description of the HUNTER company which this year is celebrating the 75th anniversary of its founding. There is no better evidence of the youth and vigor of this organization than the fact that this year marks the completion of a \$1,500,000 expansion and modernization program. HUNTER continues to grow!

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## FACTS

Give the Baker Facts About YOUR Business  
Where He Gets Facts About HIS Business

### Baking Industry Doubles Its Dollar Volume!

- ★ Value of bread and other bakery products increased from \$1,065,000,000 to \$2,417,000,000 during the last ten years.
- ★ Biscuit and cracker products value rose from \$201,000,000 to \$540,000,000.
- ★ Total value of products in this basic industry is \$3,000,000,000.

Bakers spent over one and one-half billion dollars for materials, supplies, containers, fuel and contract work during 1947. More than 90 companies had major expenditures for new plants and equipment. There is tremendous purchasing power in this three billion dollar industry.



The American Baker's circulation includes the top 20% of the baking industry which purchases 80% of the equipment, ingredients and supplies. Advertisers capitalize upon a reader interest built by The American Baker's thorough coverage of the baking industry affairs.

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**PEACOCK  
BIG "S"  
GOLDEN BELT  
PANCRUST  
WONDERSACK  
DOUGHBUSTER**

## ANSWERS TO "DO YOU KNOW?"

Questions on page 70

1. **True.** This temperature has been found to produce the best results. The relative humidity should be about 80-85%.

2. **False.** A 20 mesh tapioca would be too coarse, resulting in a filling containing so-called "pearls." A 40 mesh tapioca is recommended.

3. **False.** If possible the bottom temperature of the oven should be increased about 25-30°. The addition of a little more salt has often been found beneficial. Plenty of steam should be used in the oven. Raising the bottom temperature helps to decrease the tendency for the rye bread to crack and have wild breaks.

4. **True.** The government standard is 15%. Flour is somewhat hygroscopic and therefore will take on moisture when stored in a damp place.

5. **False.** It is sometimes added to the powdered sugar to help decrease the tendency for the sugar to lump.

Usually 1% tri-calcium phosphate is used to replace the 3% starch which is used for the same purpose.

6. **True.** White corn flakes will absorb about twice their weight in water. White bread may not contain more than 3% according to government standards, the balance must be white flour.

7. **False.** About 20% less sugar should be used. Honey contains about 20% moisture. The moisture should be compensated for in the formula when making a change over.

8. **False.** The sugar and water is usually cooked to a temperature of

240-242° F. If cooked to 340-342° F. it would be burned black and not usable.

9. **False.** Ammonia has a tendency to darken the frying fat used in making French doughnuts. This is objectionable.

10. **True.** As a rule, 1 lb. malt is mixed thoroughly with 10 lb. water.

11. **False.** They should be mixed as little as possible. The doughs will obtain some additional development during the rolling in of the fats and the foldings.

12. **False.** There are a few bakers who use a small amount of melted shortening in their angel food cakes. It is their opinion that the cakes will have better keeping quality. In our opinion the keeping quality of angel food is not much of a problem. As the addition of shortening decreases the volume of the cakes considerably, we really cannot see very much value in using it.

13. **True.** This procedure will eliminate the caved in tops.

14. **True.** According to government standards, "breakfast" cocoa must contain not less than 22% fat.

15. **False.** At this temperature the tin coating on the pans will melt. This tin coating melts at about 450° F. To be on the safe side, the oven temperature should not exceed 410° F.

16. **True.** It has been found that beating the eggs at high speed produces cakes having an open and irregular cell structure.

17. **True.** Quite often the manufacturers of coating chocolate add lecithin, making it unnecessary for the baker to do this.

18. **False.** The amount of ash in a flour gives some indication of the extraction. As a rule, the lower the ash content, the higher the grade of flour. However, it is no indication of baking quality.

19. **True.** We have also found that mixing in one No. 10 can of mashed apricots to every three No. 10 cans of peaches will improve both the flavor and appearance.

20. **False.** Pickering and Norton, after much study, found that for a pound open top loaf the best results were obtained by figuring 5.83 cu. in. per ounce of dough.

—BREAD IS THE STAFF OF LIFE—

### TEXAS BAKERS INVITE CHEMISTS TO MEETING

SAN ANTONIO, TEXAS—Cereal chemists who are planning to attend the annual convention of the American Association of Cereal Chemists, to be held in Dallas April 20-24 have been invited to attend the spring meeting of the Texas Bakers Assn., to be held in San Antonio April 27-29. Complimentary registration will be made for the chemists. Requests for hotel reservations for the bakers' meeting should be addressed to James Powell, Plaza Hotel, San Antonio.

—BREAD IS THE STAFF OF LIFE—

### HEADS COURTESY CLUB

PITTSBURGH—Frank J. Andrews, Stover & Andrews, has been elected president of the Pittsburgh Bakers Courtesy Club, Victor Gasper, Ekco Products Co., was named vice president; J. R. Lloyd, Jr., J. R. Lloyd Co., second vice president; Paul Eberly, National Yeast Co., board member, and E. Willard Moore, paper products, secretary and treasurer. The club has sent a letter to members asking their approval to hold monthly all-day meetings, at which prominent members of the baking industry will compose a panel for discussion of matters important to the trade.

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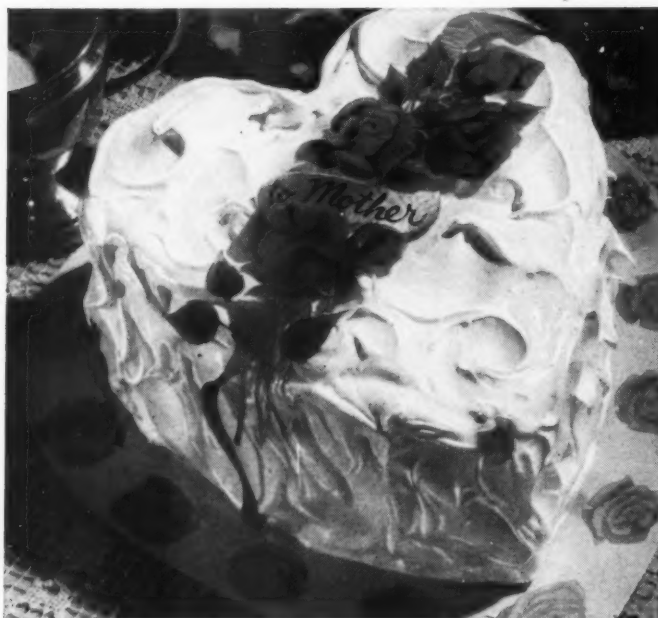
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**Free MERCHANDISING "SAMPLER"  
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